South West Hertfordshire

Retail and Leisure Study

September 2018

FINAL



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1.0 Introduction

Instruction

1.1 Nexus Planning (Nexus) was commissioned by Dacorum Borough Council, Hertsmere Borough Council, Three Rivers District Council and Watford Borough Council in October 2017, to produce a Joint Retail and Leisure Study for the four Council areas. St Albans City and District joined in with the original commissioning authorities in February 2018.

1.2 The commissioning authorities are currently undertaking reviews of their respective Local Plans. Technical work which has recently been undertaken has identified the five Council areas as being within a single housing and employment market area. Therefore, this 2018 Retail and Leisure Study will form part of the evidence base upon which the emerging Local Plans for each respective Local Authority are based. It will also feed into an emerging Joint Strategic Plan for South West Hertfordshire.

1.3 The approach adopted by Nexus has been refined to reflect the latest Government guidance. The Study was undertaken using guidance provided in the National Planning Policy Framework (NPPF) (March 2012), the revised NPPF (July 2018) and National Planning Practice Guidance (NPPG) (2014).

1.4 Accordingly, a fundamental objective of the Study is to produce a NPPF and NPPG compliant Retail and Leisure Study, which provides the Councils with an objective assessment of retail and leisure development needs, together with a clear understanding of retail and leisure provision and possible strategic responses.

1.5 The aims and objectives for this Study include the following;

i. Provide context for the Study through a review of the national planning policy position and an appraisal of economic, retail and leisure trends in shopping patterns at a national and regional level and how this might affect the evolution of town centres and future policy recommendations;

ii. Establish a retail market (catchment) area for the local authority areas' retail facilities and their position within the wider sub-region;

iii. Review the hierarchy of centres within all five local authorities. This will include assessing the appropriateness of designated centre boundaries and providing recommendations on primary shopping areas and frontages.

iv. Undertake a comprehensive assessment as to the existing vitality and viability of each of the authority area's defined town and district retail centres, specifically:

- Hemel Hempstead, Berkhamsted and Tring in Dacorum Borough;
- Borehamwood, Potters Bar (Darkes Lanes), Potters Bar (High Street), Bushey, Bushey Heath and Radlett in Hertsmere Borough;
- Rickmansworth, South Oxhey, Abbots Langley and Chorleywood in Three Rivers District;
- St Albans City and Harpenden Town Centre in St Albans City and District Council; and
- Watford and North Watford/St Albans Road in Watford Borough.

v. Benchmark the performance, vitality and viability of centres against relevant and comparable town centre locations. Review each retail/town centre and rank them in a hierarchy; this review should look at smaller centres and parades. Town and local centre boundaries and neighbourhood centres need to be re-evaluated in the light of the findings.

vi. Conduct a Telephone Household Survey to establish the current shopping patterns of respondents and the market shares of retail and leisure facilities across an identified Study Area;

vii. Produce a flexible model for retail expenditure and floorspace projections across the Study Area that will allow for up-to-date population, expenditure and committed development information to be incorporated. This will also take account of the potential impact of the increase in online shopping (sometime referred to as 'e-tailing'), as well as Scenario testing to take account of the changes in spatial patterns of development and projected population changes on the basis of the South West Hertfordshire Strategic Housing Market Assessment 2016;

viii. Produce a quantitative assessment of the future demand for retail floorspace across the authority areas over the plan periods. This will establish the expenditure and floorspace

capacity of retail centres to meet projected population and expenditure growth over the study period and will incorporate a comparative assessment of changes since the previous studies. This would take into account the need for both convenience and comparison goods shop floorspace and be provided as local figures for each authority area;

ix. Consider the potential impact of identified local issues, including spatial changes in residential population, new transport infrastructure, parking provision and accessibility requirements and advice on subsequent future town centre strategies that may be appropriate;

x. Provide recommendations on the potential of the authority areas to meet the identified retail and leisure needs, in addition to a qualitative review and 'gap analysis' of current retail and commercial leisure provision (including arts and culture facilities) in the centres to identify whether there are any key uses or specific occupiers not currently represented in the centres. This will include an analysis of emerging retail and leisure sectors and any key constraints to be considered;

xi. Review of potential locations to meet the identified retail and leisure needs, an overview of inflow/outflow of spending to/from the authority areas and opportunities to help facilitate 'claw back' of lost expenditure (where necessary). This may include recommendations of suitable locations for accommodating any forecast retail and leisure capacity;

xii. Review draft policy wording to ensure they are fit for purpose and address any deficiencies across the centres; and

xiii. Assessment of the potential impacts of permitted development rights and appropriate policy responses.

1.6 Nexus engaged NEMS Market Research Limited (NEMS) to undertake surveys of 2,200 households within a defined Study Area in November 2017 and February 2018[1]. The Study Area for the household survey encompasses 22 zones, which are based on postcode sectors grouped to reflect areas that are expected to exhibit similar patterns of shopping behaviour.

[1] After St Albans joined the commissioning authorities in February 2018

1.7 To inform this Study, Nexus has carried out a wide-ranging examination of existing operators within the Local Authority Areas and studied available published data sources, such as Experian GOAD and Venuescore. Nexus has also referred to the latest Experian population and expenditure data in order to establish the up-to-date position with regard to both convenience and comparison goods capacity.

Structure of Report

1.8 We have structured our report as follows;

- **Section 2** summarises key current and future retail and leisure trends, therefore providing the context for this Study and how it can be used to guide plan-making.
- **Section 3** provides an abridged explanation of relevant national and local planning policy as it relates to retail and leisure;
- **Section 4** comprises a synopsis of the vitality and viability of the Town/ District centres within the five Local Authority areas;
- **Section 5** details our assessments of the current and future population and expenditure levels within the Study Area;
- **Section 6** comprises a review of the survey research and considers the key findings with regards to shopping patterns throughout the Study Area;
- **Section 7** provides our analysis in respect to the quantitative and qualitative need for further convenience and comparison goods retail floorspace over the assessment period (to 2036);
- **Section 8** details the existing leisure provision in the Study Area and considers future leisure capacity over the plan period; and
- **Section 9** we identify our recommendations in respect of the Councils' future strategies for retail, town centre and leisure development.

2.0 Current and Emerging Retail Trends

Current Retail Picture Overview

2.1 The economic climate that prevailed during the most recent economic recession (circa 2008 to 2013) had substantial impacts on the retail market by restricting resident incomes and changing the way people spend. As a consequence, the level of spending retracted. Since 2013 (recognised as being the end of the recession in the UK), the economy slowly regained momentum and economic reports released in early 2016 indicated a return to pre-recession levels of economic activity. The Brexit vote and subsequent triggering of Article 50, is though expected to dampen business and consumer confidence and the prospects for significant growth in the near future.

2.2 During 2017 the consumer economy tightened, with rising inflation and slowing wage growth. Experian reports that 2017 saw the UK shift from being one of the fastest growing G7 economies to one of the slowest[2]. The ongoing uncertainty around Brexit and the 2017 general election only exacerbated the uncertain environment. However, in their Midsummer Retail Report 2017, Colliers International recognised that headline figures from the UK retail property sector are, on the face of it, positive with prime rents up 1.8% year-on-year – the best increase since 2008[3]. Overall, prime vacancy has decreased by 0.2%, the first nationwide movement since 2014. The Office of National Statistics (ONS) has estimated that the UK economy grew 0.4% in Q4 of 2017[4].

2.3 While the economy has continued to grow, consumer confidence is the lowest it has been since the Brexit vote of June 2016, and household incomes have suffered as a result of high inflation and a decrease in median weekly earnings for full-time employees. Consequently, consumer spending power has been limited. Alongside this, companies are continuing to hold back on investment decisions in the wake of Brexit negotiations. The recent administration of Maplin and closure of Toys R Us serve to demonstrate the significant structural issues in the retail investor market.

[2] 'Retail Planner Briefing Note 15', Experian, December 2017
[3] 'Midsummer Retail Report', Colliers, August 2017
[4] 'Second Estimate of GDP: October to December 2017, ONS, 22 February 2018

The Labour Market and Wages

2.4 In April 2017, median gross weekly earnings for full-time employees in the UK were £550, up 2.2% from £539 in 2016[5]. However when adjusted for inflation, full-time workers' weekly earnings decreased by 0.4% compared with 2016. This is the first time since 2014 that there has been a fall in this measure which reflects a higher level of inflation in April 2017 (2.6%).

2.5 Domestic economic drivers of positive UK retail performance are linked to two key factors:

(1) Low inflation – drives growth in real wages, strengthens household confidence and disposable income; and

(2) Low interest rates – lead to low mortgage rates, which in turn results in more money in the pockets of borrowers.

Conversely, high inflation and high interest rates would lead to poor UK retail performance.

2.6 Each of the factors set out above have a significant impact on the public's general confidence, and in turn their tendency to spend their earnings on retail goods. Since the year 2010, taxation rates and levels have increased (including VAT, national insurance contributions, and capital gains tax). As a direct result of these increases, consumers' spending power reduced year-on-year in the period to 2016, impacting upon households' spending.

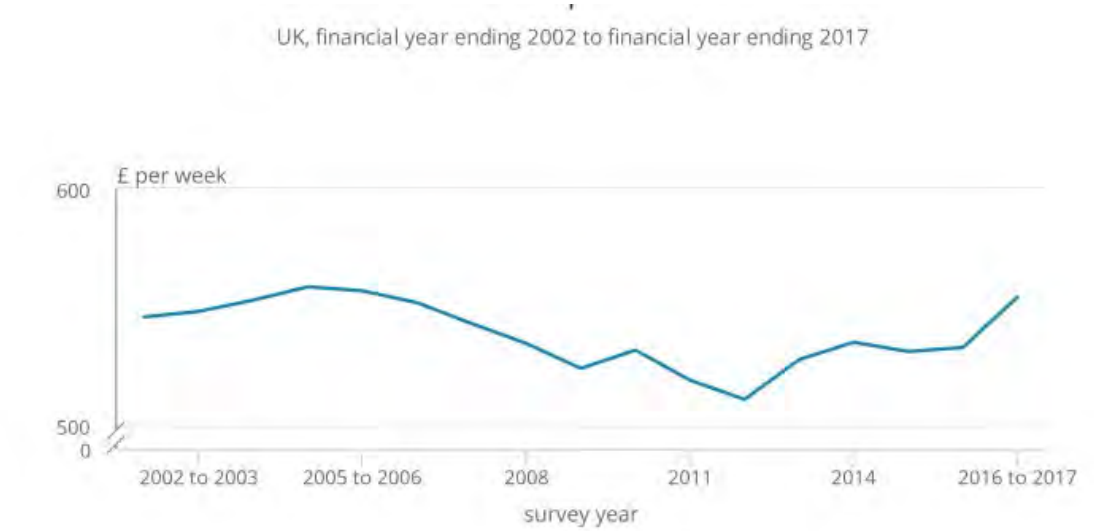
2.7 Employment rates (the proportion of people aged from 16 to 64 who were in work) offer a more positive outlook. The employment rate for the period August to October 2017 was 75.1%, lower than for the period between May to July 2017 (75.3%) but higher than for a year earlier (74.4%)[6]. The May to July rate was the highest rate since records began in 1971. The unemployment rate for the UK was recorded as being 4.3% at October 2017 down from 4.8% for a year earlier and the joint lowest since 1975.

[5] 'Statistical bulletin: Annual Survey of Hours and Earnings: 2017 Provisional Results', ONS, 26 October 2017
[6] 'UK Labour Market' ONS, 13 December 2017

Household Spending

2.8 In a turning of the tide, the ONS reported that total average weekly household spending rose to £554.20 in the financial year ending (FYE) 2017[7]. After adjusting for inflation, household spending has not been this high since the FYE 2006. It is also a rise of £21.20 in real terms when compared with the previous year. Figure 2.1 indicates that following the 2008 economic downturn, and subsequent period of uncertainty, total household expenditure per week returned to pre-recession levels at FYE 2017.

Figure 2.1 | Total household expenditure at financial year ending 2017



Source: Family spending in the UK: financial year ending 2017, ONS, 18 January 2018

2.9 Figure 2.2 shows the actual growth and forecast growth in retail and leisure spending per head as identified in the Experian's Retail Planner Briefing Note 15[8].

[7] 'Family spending in the UK: financial year ending 2017', ONS, 18 January 2018
[8] 'Retail Planner Briefing Note 15', Experian, December 2017

Figure 2.2 | UK Retail and Leisure Spend per Head 2008-2036

Vol Growth per head (%)	Actual Growth									Forecast			Trends	
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020-24	2025-36
Retail spend	2.0	-2.8	0.7	-1.1	1.3	1.9	2.1	2.8	3.5	1.4	0.4	1.2	2.2	2.3
Convenience goods	-4.2	-4.2	-0.6	-3.3	-0.2	-0.3	-0.3	-1.0	1.0	0.0	-0.6	-0.2	0.1	0.1
Comparison goods	4.4	-2.9	1.4	0.1	2.3	3.5	3.6	5.2	5.0	2.3	0.9	2.1	3.2	3.2
Leisure	-2.9	-9.7	0.1	0.1	1.0	0.7	0.2	1.7	0.7	0.3	-0.1	0.8	1.1	1.2

Source: Experian Retail Planner Briefing Note 15, December 2017

2.10 Figures published in Experian's Retail Planner Briefing Note 15 identify steady growth in overall retail spending per head since 2012 coming to a head in 2016 at 3.5%. The forecast is slightly weaker, with Experian predicting growth of 1.4% in 2017, 0.4% in 2018 and 1.2% in 2019.

2.11 As Figure 2.2 shows, there has been negative annual growth in convenience goods expenditure since 2008 and this is forecast to continue into 2018 (-0.6%) and 2019 (-0.2%). This negative growth is due in part to falling prices of convenience goods, particularly in relation to the increasing market share of discounters such as Aldi and Lidl.

2.12 For the periods 2020-24, and 2025-36 Experian forecast limited growth per annum (0.1%) in convenience spending.

2.13 Comparison goods expenditure on the other hand has remained positive since 2010, peaking in 2015 (5.2%) and 2016 (5.0%). This growth is however forecast to weaken into 2018 (0.9%) and 2019 (2.1%). Predicted trends between 2020-24 and 2025-36 show positive annual growth of 3.2% for comparison goods.

2.14 At FYE 2009, at the height of the economic recession, growth in spending on leisure was at -9.7%. Spending recovered to some extent the following year, recording growth of 0.1%, and continued to be positive between 2010 and 2016. The forecast growth for leisure spend is positive again for 2017 (0.3%), falls in 2018 (-0.1%) and is forecast to improve again in 2019 (0.8%). The longer term forecast identifies that leisure spending will remain low but steady between 2020-24 (1.1%) and 2025-36 (1.2%).

Retail Property Market

2.15 As with the retail market, the retail property landscape in the UK has dramatically developed over the last 50 years. The post-war years saw a significant redevelopment effort focused on town centres. However, in more recent times, and most notably during the 1990s, the retail landscape changed following the introduction of retail warehouse parks and large out-of-town regional shopping malls. However, new retail development is once again becoming more focused on town centre locations and a shift back to traditional High Streets.

2.16 In 2011 Colliers reported that economic conditions were resulting in significant structural changes to the UK high street, with many retailers displaying signs of caution by decreasing the size of their property portfolios, completely abandoning weaker towns and putting a concerted effort into acquiring sites in city centres and major regional shopping centres[9]. At this time, comparison goods retailers were finding it increasingly difficult to justify being represented in every town centre in the UK. However, the general consensus across retail commentary, is that there is a more positive picture for high street retail in the future. Most notably, Colliers declared in 2015 that high streets are 'no longer dead or dying'. Representative of this is the fact that in 2014 investment into high street assets jumped by circa 30% to £2.39 billion[10].

2.17 It is important to remember that despite pressure from a growing internet shopping market and continued investment in shopping centre developments, 80% of retail spend still happens within High Street shops[11]. Across the country, local groups and Business Improvement Districts (BID) are making a concerted effort to ensure the viability and vitality of their High Streets.

2.18 In terms of current vacancy rates, the UK average proportion of vacant units as at January 2018, was identified by Experian as 11.2%[12] The rate of vacancies is described by Colliers as being 'stubbornly high' as it is not typical or reflective of the total economic or retail climate. Colliers explain that, in light of recent advances in the performance of the UK economy, it should have improved a lot more against its 2012 peak of 16.3%.

[9] 'Great Britain Retail: Autumn 2011', Colliers, 2011
[10] 'Midsummer Retail Report: 2015', Colliers, August 2015
[11] 'Midsummer Retail Report: 2017', Colliers, August 2017
[12] 'Experian GOAD Category Report', Experian January 2018

2.19 Overall vacancy rates (floorspace) fell from 9.7% to 9.5% between April 2016 and April 2017. This represents the first annual reduction since 2014. While on the face of it this appears to be positive, it is tempered with a long-term level of persistent vacancies, which continues to be of concern. It is important to distinguish that this high level of vacancy is driven mainly by non-prime units. Colliers identify, in their Midsummer Report, that the prime unit vacancy rate (floorspace) sits around 5.4% while non-prime is as high as 12.8% as at April 2017.

2.20 In short, the continually high average vacancy rate, despite improving economic conditions, is representative of a discernible divergence between in-demand high quality units and lack of demand for secondary premises in smaller locations.

The Role of the Town Centre

2.21 The improving high street environment is not solely driven by 'pure' retail offerings. The food and beverage sector is a significant contributing factor to the growth of UK high streets as town centres adapt to the changing way that people live and shop. Colliers explains the desire of UK shoppers to 'graze' while they shop has seen a significant boost in the quantity of coffee shops, restaurants, bars and grab-and-go convenience food outlets on UK high streets. We are also seeing a growing number of multi-facetted stores, such as a barber shop that also sells clothing, or a vape shop that also serves coffee. In addition to this, the growing popularity of going out to eat brings more visitors to the town centre[13].

2.22 Further to this, as digital technologies continue to advance, the importance of understanding and operating within the digital world of retail shopping is becoming just as essential as trading in the traditional physical shopping world. The challenges set by online retailing are substantial. However, large cities, towns, or shopping centres, which offer an 'experience' and choice for customers with high volume trading potential for the retailers, continue to be attractive[14]. Growing investments in physical retail development is indicative of the desire of shoppers to have a physical retail experience and not just make all of their retail purchases online.

[13] 'UK Economic Outlook', PwC, March 2016
[14] 'Midsummer Retail Report' Colliers, August 2015

2.23 UK town centres and high streets provide highly visible and empirical evidence of the scale of the economic recession. Recent improvements in the economy (as evident when reviewing household spending and average earnings statistics) have seen increased investment into town centre retail stores and a small but important drop in vacancy rates.

Retail Trends

Convenience

2.24 Instability currently prevails in the food retailing market and supermarkets are most affected. Numerous supermarket chains are currently in the process of consolidating their assets; selling stores, pulling construction programmes, and letting go of sites already with planning permission.

2.25 The prominence and attractiveness of out-of-centre, large format food stores has resulted in suffering town centres. However, following recognition of these detrimental impacts in 2014, UK Governments enforced stricter local planning rules, which make these types of development harder to gain planning permission for. At the forefront of this is the 'town centre first' approach, which is re-asserted in both the NPPF (2012), and the revised NPPF (2018).

2.26 Food and grocery retailers have had to return to town centres and adopt alternative methods of retailing. This is also a response to changing consumer behaviours. The UK food market has been shaped in recent years by the broad change in shopping habits with many customers opting to complete smaller but more frequent grocery shops. Fewer households now complete the traditional once-a-week "big shop".

2.27 The most common approach taken is to offer lower cost product ranges within stores. We also see retailers offering much more flexible models, including protracted opening hours (sometimes staying open 24 hours), online shopping, home delivery, and click and collect. Retailers are also diversifying into non-food items including fuel. In a bid to keep and win new customers, many retailers have opted to put a concerted effort into branding, and marketing, including presence on social media. Tapping into the modern consumer's desire to purchase food on the go, several food retailers now have a presence in dense town centre locations where their stores are accommodated over much smaller floor plates such as Sainsbury's Local and Tesco Express.

2.28 In a move that may change the face of supermarket shopping as we know it, Amazon opened a store in Seattle in January 2018 which involves no check-out operators or self-service tills[15]. Customers enter the store by swiping their smart-phone "Amazon Go app" and are tracked by hundreds of ceiling mounted cameras and electric sensors that register what items they pick up. Purchases are billed to the customers' credit card when they leave the store.

2.29 Discount food retailers remain the fastest growing supermarkets in UK town centres. When analysing the performance of Aldi, which is considered a food and grocery discounter, Retail Economics describes that it has "attacked the heartland of UK grocery" by undercutting the 'big four' with highly competitive prices and investing in more high quality premium produce. This approach has broadened Aldi's appeal to more affluent customers. In the same way, Lidl has also adopted an aggressive growth programme relating to its pricing, produce offer and ambitious store expansion since 2013. To date, the strategy has achieved what it has intended by growing Lidl's market share. The widening of product ranges will help broaden market appeal while a focus on more alcohol will help support sales[16].

2.30 In the 12 weeks to 31st December 2017, Aldi commanded 6.8% of the UK grocery market, while Lidl was on 5.0%[17]. Even so, Tesco remains the UK's largest supermarket with a 28.0% market share, while Sainsbury's has 16.4%, Asda 15.3%, Morrisons 10.7%, Co-op 5.8%, and Waitrose 5.2%[18].

2.31 The scene set above indicates the food sector is facing a number of unique structural challenges, which is causing issues for food operations and subsequently restricting growth in this sector. One of the overriding challenges comes from the intense price competition created by the key food discounters (Aldi and Lidl), which are taking market shares away from the big four grocers (Tesco, Sainsbury's, Morrisons, Asda)[19].

[15] 'Amazon opens a supermarket with no checkouts' BBC, 22 January 2018
[16] 'UK Food and Grocery', Retail Economics, September 2015
[17] 'Why Aldi and Lidl will keep on growing', Management Today Online, 31 May 2017
[18] Kantar World Panel, 31 December 2017
[19] 'UK Retail Sales', Retail Economics, March 2016

Comparison

2.32 The comparison retail market saw the biggest drop in trade during the economic recession. The Economic and Social Research Council, in its March 2015 report, attributes the drop in sales to two factors –

(1) consumers' general reluctance to spend on comparison 'big-ticket' items, and

(2) the fact comparison retailers are often more susceptible to online price comparison.

In recent years, consumers are growing more confident in making online purchases of comparison goods, meaning town centre stores continue to suffer as a consequence[20]. The strong performance of comparison online retailing is supported by a report showing high levels of year-on-year growth in the sector[21].

2.33 When evaluating the current trends influencing the performance of the comparison retail market, it is important to recognise the physical shift that is evident in town centres nationwide. The number of comparison retail units present in UK high streets is decreasing. This trend is evident when reviewing Experian Goad data which identifies that in November 2016 the comparison sector accounted for 32.0%[22] of all town centre units, dropping from 33.4%[23] in 2011 (during the recession) and 47.4%[24] in 2006 (before the recession).

2.34 Against this background, in their Midsummer Retail Report, Colliers[25] predicts that comparison retailers are holding on to their current units while in search of larger higher quality retail units where they can provide a wider range of items. This is driven by the need to provide consumers with a high-quality shopping environment, coupled with their expectations for a wide selection of goods being available in store. Retailers must meet these demands in order to compete with the rise of e-tailing for comparison goods. Notwithstanding, Colliers more recent report identifies that retailers are continuing to invest in the integration between online and traditional retailing, and many retailers have entered

[20] 'Annual Report', The Economic and Social Research Council, March 2015
[21] 'Online Retailing: Britain, Europe, US and Canada', Centres for Retailing, 2017
[22] 'Goad Category Report', Experian, November 2016
[23] WYG, 2011
[24] GVA Grimley, 2006
[25] 'Colliers Midsummer Retail Report', Colliers, August 2015

into a new phase of consolidation[26].

2.35 In summary, comparison retailing is fuelled by fierce competition, and in particular competition made possible by the internet. Companies operating in the comparison market need to fight for their sales through adapting to the new and modern desires and needs of the consumer, and most importantly acknowledge the fact that prices are likely to be compared over the internet. The option of 'click and collect' is a combination being introduced in response to growing popularity. To attract customers into a physical store, it is vital that the stores:

(1) provide an enjoyable experience for the shopper by being in a physically and aesthetically pleasing and exciting space; and

(2) provide a wide array of different products that the shopper can see and touch.

Special Forms of Trading and Internet Shopping

2.36 It is very much apparent that internet shopping has revolutionised the retail market as we know it, particularly when considering the rise in the availability and popularity of online shopping. The popularity and increased availability of the internet, as well as the growing confidence of consumers in making purchases online, has led to a distinctive change in the way in which goods and services are purchased. Reports on "E-tailing" suggest it currently accounts for somewhere between one in every five to ten pounds that are spent in the UK[27] (taking account of monthly fluctuations).

2.37 The strong increase in online shopping in the past decade has lifted the share of special forms of trading (SFT) to a level where it now accounts for 16.5% of total retail sales[28]. The ONS collects data for SFT, comprising sales via the internet, mail order, stall and markets, door to door and telephone sales.

[26] 'Midsummer Retail Report: 2017', Colliers, August 2017
[27] 'UK online retail sales to reach £62.7bn in 2020', Verdict Retail, 17 September 2015
[28] 'Retail Planner Briefing Note 15', Experian, December 2017

2.38 The internet's share of total retail is expected to come in at roughly 14% of all purchases for 2017, and is valued at £55.1 billion at 2017 prices. By comparison, internet sales accounted for 4.7% of all purchases in 2008. Non-internet forms of SFT were estimated to account for £8.8 billion in 2017, bringing the total SFT to £63.9 billion. Experian forecasts that by 2022 the SFT share of total retail sales will reach 20%, and 22.5% by the mid-2030s. Growth is expected to be maintained, particularly through new technology such as mobile phones and tablets that make internet shopping even more convenient.

2.39 In addition, a more co-ordinated approach to retail offer is expected with the online and physical world working together – an approach which is coined "omni-channel". This is indicative of the relationship between an online retail presence producing in-store purchasing. Research produced by Deloitte in 2015 estimated that digital technology influenced 33% of in-store retail sales in the UK in 2014, equivalent to £100 billion[29].

2.40 In summary, the rise of the online retail world continues apace. As the influence of "E-Commerce" continues to grow, we can expect retailers to react and start prioritising how they will make sure the relationship between real world retail stores and their online presence become more integrated.

Out of Centre Retailing, Shopping Centres and Retail Parks

2.41 From 1996 to 2006, out-of-town retailing was recognised as the 'engine of retailing growth'. Between 1996 and 2006 retail sales as a whole increased by 62.1% and sales at out-of-town stores grew nearly twice as fast, at 118%[30].

2.42 The growth of out-of-centre retailing has been constrained by the 'town centre first' policy regime enforced through the NPPF (2012) and as a consequence traditionally out-of-centre retailers (for example supermarkets) are re-focusing back to the centre of UK towns.

2.43 In 2013, Deloitte highlighted the fact that there is a limit to how much an out-of-centre shopping centre can fully meet the needs of consumers[31]. Deloitte reported the drive of consumers to out-of-centre locations is primarily motivated by their desire to seek out lower prices, convenience (e.g. ability to park cars, visit multiple shops on one trip), and the wide range of goods available at out-of-centre locations by virtue of their larger store formats. However, changes in consumer habits have driven a return to

[29] 'The Deloitte Consumer Review (2015) – Digital Predictions 2015', Deloitte, 2015
[30] 'London Borough of Richmond-Upon-Thames Retail Study 2006', GVA Grimley, March 2006
[31] 'The Deloitte Consumer Review 2013', Deloitte, 2013

smaller format shops in more centrally located and accessible locations. As consumer habits return to traditional in-centre shopping, the draw of out-of-centre shopping venues is weakened.

2.44 Notwithstanding, shopping centre complexes and retail parks continue to be an integral part of retailing across the UK, although the emphasis on such complexes has changed over the past decade. In 2011, Colliers reported that shopping centre development was at a standstill and little activity was anticipated over the next four years to 2015[32]. However, in recent years the level of shopping centre development in the UK has seen some progression, following a number of years of very minimal development.

2.45 It is clear that the draw of shopping centres includes the experience, and not the retail offer alone. Trends show that consumers are increasingly willing to travel to larger out of town shopping centres for their overall experience and to use the leisure facilities. In response to this, the split between retail and leisure units present within UK shopping centres is shifting; with more experiential offers in the form of leisure services.

Residential Growth in Town Centres

2.46 Residential uses within town centres are proving both beneficial and challenging in terms of town centre revitalisation. Permitted development (PD) rights, and particularly office to residential development, made permanent in 2016, have streamlined the process for office to residential conversion within town centres. This has particularly had implications in Greater London and surrounding regions where there is a significant difference in office and residential floorspace value. This, combined with high demand and land scarcity, has created an incentive for the conversion of offices in viable locations.

2.47 Residential uses within town centres lead to added footfall and patronage for food and non-food stores, and retail and leisure services. On the other hand, residential development within town centres can have a negative impact on the functionality of retail and leisure due to the sensitivities associated with residential development such as noise, odour and air quality, as well as the potential creation of 'dead' frontages where activity previously existed. It is vitally important to strike a balance between all interests and find an equilibrium.

[32] ''Colliers Midsummer Retail Report', Colliers, August 2016

Trends in Leisure

2.48 Leisure is often considered a discretionary activity and, as such, consumer spending on leisure is greatly influenced by the economic climate and, in particular, average levels of disposable incomes. However, when assessing the average spend of UK households on leisure activities, it becomes clear that, even in light of an economic downturn, consumers in the UK have shown a growing desire to engage in leisure activities. Mintel estimated that this industry was worth £80 billion in 2015, approximately 15% higher than the 2010 total expected worth[33].

2.49 Figure 2.3 illustrates changes in UK average weekly household spending on leisure before the recession (2006), during the recession (2011) and after the recession (2014 and 2016). ONS have adjusted all the figures to strip out the effects of inflation, so that true like-for-like comparisons can be made.

Figure 2.3 | ONS Weekly Household Spending Data on Leisure Items

Leisure Item / Activity	2006		2011		2014		2016	
	£	%	£	%	£	%	£	%
Sports admissions, subscriptions, leisure class fees and equipment hire	£5.80	17.6	£6.70	18.9	£6.90	17.9	£6.40	17.1
Cinema, theatre and museums etc.	£2.00	6.1	£2.40	6.8	£2.80	7.3	£2.60	6.9
Admissions to clubs, dances, discos, bingo	£0.60	1.8	£0.60	1.7	£0.50	1.3	-[34]	-
Gambling payments	£3.60	10.9	£2.70	7.6	£2.90	7.5	£2.70	7.2
Restaurants and café meals	£12.80	38.9	£14.70	41.4	£16.60	43.1	£16.90	45.1
Take away meals/food and other snack food	£8.10	24.6	£8.40	23.7	£8.80	22.9	£8.90	23.7
Total	**£32.90**	**100**	**£35.50**	**100**	**£38.50**	**100**	**£37.50**	**100**

Sources: 'Family Spending, 2017 Edition', ONS, released on 17 February 2017
'Family Spending, 2015 Edition', ONS, released on 8 December 2015
'Family Spending, 2012 Edition', ONS, released on 4 December 2012
'Family Spending, 2007 Edition', ONS, released on 28 January 2008

[33] 'Leisure Review', Mintel, October 2015
[34] ONS does not hold this data.

2.50 The most recent ONS data (for the 2016 year based on three year average) identified that an average UK household would spend £37.50 on leisure activities, out a total of £527.20 spent on average by UK households per week. It is interesting to assess the data on average household spending from the ONS for years preceding (2006), during the recession (2011) and after the recession (2014). Overall spend on leisure activities has generally increased in that time from £32.90 in 2006 to £37.50 in 2016, although there was a reduction in average spend per household of £1 between 2014 and 2016. Overall the proportion of spend on particular leisure items has for the most part stayed reasonably similar, although there has been a reduction in gambling payments (10.9% in 2006, compared with 7.2% in 2016). There has also been an increase in spend on restaurants and café meals (38.9% in 2006 compared with 45.1% in 2016).

2.51 A challenge now faces the industry with the introduction of the National Living Wage. From 1 April 2016, the UK introduced a new mandatory National Minimum Wage (NMW) for workers aged 25 and above, initially set at £7.20 - a rise of 50p relative to the previous NMW rate. That represents a £910 per annum increase in earnings for a full-time worker on the former National Minimum Wage. A NMW rate of £6.70 continues to apply for those aged 21 to 24. As of April 2017 the NMW for workers aged 25 and over was £7.50, and £7.05 for those aged 21 to 24[35].

2.52 Therefore, while the increased base level wage will improve living standards for low-paid workers, in the process it seems certain to push up leisure operators' wage costs, since they largely rely on unskilled workers.

Regional Market Trends – East England

2.53 The East of England region is generally one of the strongest performing regions within the UK, both in terms of labour market trends and retail performance. The strength of the London economy has consistently boosted retail performance in the surrounding regions since the economic recession of 2008, leaving the rest of the country lagging.

2.54 ONS publishes headline labour market trends at the end of each quarter. Figure 2.4 shows employment rate, unemployment rate and inactivity rate for the United Kingdom as a whole, England, the South East, and London to provide a comparison.

[35] 'National Minimum Wage and National Living Wage Rates', Gov.uk, accessed January 2018

Figure 2.4 | ONS Regional Labour Market Statistics Comparison

	Employment rate (%) aged 16 to 64	Unemployment rate (%) aged 16 and over	Inactivity rate (%) aged 16 to 64
United Kingdom	75.3	4.3	21.2
England	75.7	4.3	20.8
East	78.6	3.7	18.3
South East	80.1	3.0	17.4
London	74.4	5.2	21.5

Source: ONS: Regional labour market statistics in the UK: January 2018

2.55 The East of England region significantly out-performs the UK, England and most other regions, having a higher employment rate, a lower unemployment rate and a lower inactivity rate. A look into household expenditure is further evidence to suggest that it is one of the most affluent regions in the UK. The ONS identify that the East of England region had the third highest average weekly household expenditure between 2014 and 2016, second only to London and the South East, exceeding the average weekly household spend by £45 per week.

2.56 This trend of high performance continues into the retail sector. For the three years ending December 2016, the broader the South East retail sector (including Hertfordshire) delivered a total growth of 12.3% p.a., outperforming the rest of the UK growth of 5.4% p.a. over this period[36]. In 2016, supermarkets in the South East outperformed the rest of the UK with growth of 1.1%, while the rest of the country returned negative growth of -1.1%.

2.57 While the overall economic outlook for the UK is one of uncertainty, high employment rates in Eastern England, including Hertfordshire, result in improved spending power and healthier town centres.

[36] 'UK Supermarket Investment Report 2016', MSCI & Colliers International, March 2017

Conclusion

2.58 The retail market has experienced significant changes in recent years. The prevailing retail environment continues to be somewhat unstable. In response to this unpredictability, those operating in the market are forced to adapt quickly or otherwise face failing profits.

2.59 Consumer expectations are continually evolving, producing a dynamic and unstable retail market. The providers operating in the market are required to evolve as a result of numerous dynamic factors, including: the characteristics of the UK population; consumer demands; popularity in private car ownership; planning policy; and digital advances. The diverse nature of the factors which form consumer expectations is forcing retailers to pursue new innovative development proposals.

2.60 During 2017 the consumer economy tightened, with rising inflation and slowing wage growth. Experian reports that 2017 saw the UK shift from being one of the fastest growing G7 economies to one of the slowest[37]. The ongoing uncertainty around Brexit and the 2017 general election only exacerbated the prevailing uncertainty.

2.61 Notwithstanding the overall trend of prolonged uncertainty, the general outlook for East England is slightly better, with high rates of employment, low unemployment, and improved spending power. Similarly the South East's retail sector continues to outperform the UK.

[37] 'Retail Planner Briefing Note 15', Experian, December 2017

3.0 Planning Policy and Regeneration Context

Introduction

3.1 This Retail and Leisure Study provides evidence that will support and inform the production of the emerging plans for the Councils. As such, it is important to analyse and understand how adopted and emerging national planning documentation may shape the context for local policy-making, in particular those policies that relate to retail and leisure.

3.2 The following section of this Study establishes the planning policy and regeneration context for the Study Area. Relevant documents from Dacorum Borough, Hertsmere Borough, Three Rivers District, St Albans City and District and Watford Borough Local Development Frameworks, in addition to associated Neighbourhood Plans, supporting documents, studies, and appraisals have been reviewed and a summary is provided below.

National Planning Policy Framework (2012)

3.3 The National Planning Policy Framework (NPPF) was originally published on 27th March 2012, coming into force with immediate effect for plan-making and development management decisions. Subsequent to this, the National Planning Policy Guidance (NPPG) was produced and published on 6th March 2014 as an online tool to support the implementation of the NPPF. A revised NPPF was published on 24th July 2018, and replaces the 2012 version NPPF. This section of the Study provides an analysis of the requirements of the 2012 NPPF. The revised NPPF is discussed in the section following.

3.4 The NPPF is unashamedly pro-growth with a "presumption in favour of sustainable development". It effectively instructs decision makers to make positive decisions and support development unless there are clear adverse environmental, social and/or economic impacts. The NPPF provides the national guidance against which all planning applications should be considered.

3.5 The NPPF directly addresses economic development and acknowledges how planning can proactively drive and support economic development and, in turn, deliver homes, business, industrial units, infrastructure and thriving local places that England needs. Further, the NPPF emphasises that every effort should be made to objectively identify and then meet business development needs.

3.6 The NPPF stresses the Government's commitment to securing economic growth in order to create jobs and prosperity. Paragraph 17 asserts the planning system should do everything it can to support sustainable economic growth. Additionally, Paragraph 19 explains significant weight should be placed on the need to support economic growth through the planning system and that planning should operate to encourage development and not act as an impediment to sustainable growth. Paragraph 20 details that local planning authorities should plan proactively to meet the development needs of business and support a "21st century economy". Further to this, Paragraph 21 explains that investment in business should not be over-burdened by the requirements of planning policy.

3.7 To ensure the continued vitality of town centres, Paragraphs 23 to 27 of the NPPF promote and support new development and investment within town centre boundaries, recognising that town centres are the heart of communities. Where town centres are in decline, the NPPF directs local planning authorities to plan positively for their future to encourage economic activity.

3.8 The NPPF recognises the need for local authorities to promote the vitality and viability of their towns and cities through the promotion of competition and growth management. Specifically, Paragraph 23 of the NPPF provides guidance for local planning authorities in drawing up Local Plans, it indicates that they should:

a. Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;

b. Define a network and hierarchy of centres that is resilient to anticipated future economic changes;

c. Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;

d. Promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;

e. Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;

f. Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;

g. Allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;

h. Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;

i. Recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and

j. Where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

3.9 Furthermore, Paragraph 24 requires local planning authorities to enforce a sequential approach when assessing planning applications for main town centre uses that are not in an existing centre or in accordance with an up to date Local Plan. To do this, local authorities should require applications for main town centre uses to be located in town centres, then in edge of centre locations and only if suitable sites are not available should out-of-centre sites be considered. When reviewing edge of centre and out-of-centre proposals, they should give preference to accessible locations well connected to the town centre.

3.10 Paragraph 26 specifies that local planning authorities should require an impact assessment for retail, leisure and office development outside of town centres that are not in accordance with an up to date Local Plan and if the development is over a proportionate, locally set threshold. Where there is no locally defined threshold, the default threshold will be 2,500 sq m. The impact assessment should assess – (1) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal, and (2) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made.

3.11 In summary, the NPPF endorses a 'town centre first' approach to all retail activity (including leisure). It stipulates that where retail and leisure proposals cannot be accommodated within, or, adjacent to the town centre applicants have to demonstrate, through the dual application of the impact test and the sequential test, that the development will not affect negatively upon the vitality and viability of town centres.

Revised NPPF (2018)

3.12 The revised NPPF (published on until 24th July 2018) introduces subtle changes to retail and town centre policy, such as a new requirement to allocate sites for town centre uses to meet capacity for a minimum of "at least ten years" rather than over the full plan period (Paragraph 85).

3.13 Paragraph 85(b) identifies that planning policies should define the extent of town centres and primary shopping areas, but no longer requires that primary shopping frontages and secondary shopping frontages are defined.

3.14 The text relating to the sequential test is also updated, defining 'availability' as sites that may become available within a 'reasonable period'. Whilst the revised NPPF does not seek to define what a 'reasonable timeframe' would be, it moves away from appeal decisions such as at Rushden Lakes that suggested sites should be "currently available" (Paragraph 86).

3.15 Finally, the requirement for the impact test to be applied to office developments has been removed (Paragraph 89).

Ensuring the Vitality of Town Centres Planning Practice Guidance

3.16 National Planning Practice Guidance (referred to as the NPPG) entitled 'Ensuring the Vitality of Town Centres' was published in March 2014 and replaced the previous Planning for Town Centres Practice Guidance. The online tool provides a succinct synopsis of how retail and main town centre planning policy should be applied in practice.

3.17 In short, the specific objectives of the NPPG remain similar to those of its predecessor. For example, it directs local planning authorities to plan positively and support town centres, in addition to setting out objectives that aim to generate local employment, promote competition within and between town centres, and create attractive and diverse places for users.

3.18 In addition to the enforcement of a 'town centre first' approach in order to meet local needs, the NPPG outlines that this should be delivered through a positive vision or strategy that is communicated through the development plan. In summary, local authorities should use development plan documents, policies and supporting guidance documents to address the following matters:

- The appropriate and realistic role, function and hierarchy of town centres in the area for the duration of the plan period. This should involve an audit of the vitality and viability of existing town centres and their ability to accommodate new development;
- Encapsulate a clear vision for the future of each town centre and the most appropriate mix of uses;
- Ability for the town centre to accommodate the scale of assessed need through new development;
- Timeframe for the delivery of new retail floorspace;
- Any other complementary approaches which are necessary or appropriate to enhance the town centre to deliver the vision for its future; and
- How the car parking provision can be enhanced in order to encourage town centre vitality.

3.19 Of specific relevance to this Retail and Leisure Study, Paragraph 005 of NPPG categorises a series of key indicators to be used when assessing the health of a centre over time. We base our health-checks on these indicators, as set out in detail in Section 5 of this Report.

3.20 Paragraph 005 also explains that it is often the case that successful town centre regeneration initiatives involve a range of improvements such as renewed public realm, parking, and accessibility and other partnership mechanisms, rather than being purely led by retail schemes or focused on substantial new development.

Relaxation of Permitted Development Rights

3.21 Over the past few years, the Government has sought to support the nation's town centres by adopting flexible policies that allow the diversification of town centre units.

3.22 In May 2013 changes were made to the Town and Country Planning (General Permitted Development) Order 1995 in response to the Portas Review's recommendation to make it easier to convert surplus space in order to provide for the effective re-use of town centre units. The May 2013 amendments provided for a period of three years during which the change of use of B1 offices to C3 residential uses could take place without the need for formal planning permission. Under this order, applicants are simply required to apply for a prior approval notice from the relevant local planning authority.

3.23 The 2013 Order also provides for the temporary change of use (for up to two years) of uses falling within Use Classes A1, A2, A3, A4, A5, B1, D1 and D2 to uses falling within Classes A1, A2, A3 and B1. Prior approval for this type of use would be given when it relates to no more than 150 sq m of floorspace and the temporary provision has not formerly been relied upon.

3.24 In April 2014, permitted development rights were further extended to provide for certain additional changes of use without the need for formal planning permission. The changes introduced two new classifications of permitted development for commercial premises, as follows:

a) The first provides for the change of use of premises and land from Use Class A1 to use as a 'deposit taker' (effectively comprising banks, building societies, credit unions and friendly societies).

b) The second provides for the change of use from Use Classes A1 and A2 to C3 residential.

3.25 Again, there are certain restrictions as to where and when the rights can be exercised. Most notably, the change of use must relate to no more than 150 sq m of floorspace.

3.26 Further extensions to the permitted development rights came into force two years later on 4 April 2016. The key changes introduced by this 2016 Order include:

a) Removal of the 31 May 2016 deadline (for B1 offices to C3 residential use) altogether (being the end of the previously identified three-year period), thereby making the permitted rights permanent; and

b) Allowing laundrettes to change to residential uses.

3.27 The intended consequence of such measures is to secure the redevelopment and reuse of premises and diminish long-term vacancies. To this end, the rights are expected to support town centres to be comprised of well-utilised units.

3.28 In the following section we will separately review the Local Development Plans for the five Local Planning Authorities.

The Dacorum Local Development Plan

3.29 The current development plan for Dacorum Borough Council is made up of the following:

- Dacorum Borough Local Planning Framework Core Strategy (adopted September 2013)
- Dacorum Borough Council's Site Allocations DPD (adopted July 2017)
- 'Saved' Policies from the Dacorum Borough Local Plan 1991 – 2011.

3.30 In addition to the documents listed above, Dacorum Borough Council commissioned a Retail Study Update published October 2011 to inform the evidence base for the Council's retail and town centre policies. This document has been assessed alongside the development plan documents.

Dacorum Core Strategy (September 2013)

3.31 The Core Strategy (adopted 25 September 2013) is the principal document in Dacorum's Local Planning Framework, setting out the planning framework and core policies for the Borough to 2031.

3.32 The content of the Core Strategy identifies the settlements to which new development will be directed and the amount of new housing and employment land that will be provided in these areas up to 2031.

3.33 Given the subject matter of this Study, only those policies which are relevant to retail and leisure have been the focus of this assessment. Below the relevant policies are identified and their relevance explained.

Table 3.1 | The Retail Hierarchy

Settlement Classification	Settlement
Principal Town Centre	Hemel Hempstead (including Hemel Hempstead Old Town)
Secondary Town Centre	Berkhamsted, Tring
Local Centre – with a district shopping function	Woodhall Farm
Local Centre – with a neighbourhood shopping function	Adeyfield, Apsley, Bennetts End, Boxmoor, Bovingdon, Chaulden, Gadebridge, Grovehill, Heart of Maylands, Highfield (Bellgate), Highfield (The Heights), Kings Langley, Leverstock Green, Markyate, Miswell Lane (and Western Road), Nash Mills, Northchurch, Warners End

Source | Dacorum Core Strategy

3.34 In addition to the above, the Core Strategy also identifies out of centre retail locations. However, these were updated and superseded by the Site Allocations DPD in July 2017. The updated retail locations are referred to in our review of the Site Allocations DPD later on in this Chapter.

3.35 However, of note, the Core Strategy re-designated Jarman Fields from a local centre with a district shopping function to an out of centre retail and leisure location.

3.36 Policy CS4 'The Towns and Large Villages' outlines the following acceptable uses for town centre locations:

a) Shopping uses;

b) Compatible leisure uses;

c) Business uses; and

d) Social and community uses

3.37 Policy CS 16: 'Shops and Commerce' of the Dacorum Core Strategy refers to the main retail hierarchy, outlined in table 3.1 above and indicates the available capacity for convenience and comparison floorspace throughout the plan period (discussed in more detail later on in this chapter). The policy encourages new retail development within the town centres that will strengthen the retail hierarchy and seeks to retain sufficient shops in these centres. The policy goes on to outline that Hemel Hempstead will be the main destination for comparison goods shopping, leisure, entertainment and civic and cultural activities. Other centres will provide core shopping facilities and services for their local communities. Further, development proposals that promote a diverse evening economy in the town centres will be supported provided that their social and environmental impacts are controlled. Retail developments will also be subject to the Sequential Approach and Retail Impact Assessments.

3.38 The Hemel Hempstead Place Strategy in the Core Strategy includes a vision for the town centre and sets out development opportunities for seven different town centre character zones. It also includes a policy for new development in Hemel Hempstead Town Centre (Policy CS33). Policy CS33 outlines the following principles that should guide development within the Town Centre;

a) secure additional retail stores in the Marlowes Shopping Zone (and a new food store);

b) deliver a mix of uses to support the prime retail function;

c) encourage an attractive evening economy along Waterhouse Street;

d) deliver a range of new homes;

e) create new offices;

f) deliver new leisure, education and cultural facilities, including a primary school and library;

g) keep a public sector presence;

h) restore the Water Gardens and retain and create other public spaces

3.39 This policy is further expanded on in the Hemel Hempstead Town Centre Masterplan (referred to in more detail later on in this chapter).

Dacorum's Site Allocations DPD

3.40 The Site Allocations Development Plan Document (DPD) was adopted in July 2017 and sets out how the policies and proposals in Dacorum's Core Strategy will be delivered.

3.41 Policy SA7 'Shopping Areas in Town Centres' defines the primary and secondary shopping frontages for the Town Centres including permitted uses within these areas. The policy emphasises the importance of development contributing to the vibrancy of the town centres and outlines that all development in Hemel Hempstead Town Centre should support the strategy outlined in the Town Centre Masterplan.

3.42 The Site Allocations DPD proposes two additional out of centre retail locations within the borough. As such, Table 3.2 supplements the schedule of retail parks (Table 6) outlined in the Core Strategy.

3.43 The purpose of this table is to reaffirm the out of centre shopping locations within the Borough and highlight the addition of two out of centre retail locations designated in Two Waters, Hemel Hempstead and Berkhamsted (Gossoms End/Billet Lane).

Table 3.2 | Retail Parks

Location	Main Use
Out of centre retail locations	
Hemel Hempstead	
• Sainsbury, Apsley Mills Retail Park, London (Sainsbury Apsley) • Remainder of Apsley Mills Retail Park, London Road (Apsley Mills) • Two Waters, London Road (Two Waters East) • Dunelm and Wickes, London Road (London Road) • B&Q, Two Waters Road (Corner Hall) • London Road/ Two Waters Way (Two Waters West)	• Food Retailing • Bulky, non –food goods • Bulky, non –food goods • Bulky, non –food goods • Bulky, non –food goods • Food retailing
Berkhamsted	
• Gossoms End/ Billet Lane (Billet Lane)	• Food retailing
Tring	
• Tesco, London Road (Tring)	• Food Retailing
Out of centre retail and leisure locations	
• Jarman Fields	• Food Retailing and non-food goods (excluding clothing and footwear unless ancillary to the main use of the unit). • Leisure uses.

Source | Dacorum Sites Allocations DPD

3.44 In addition to the two new retail parks, the Sites Allocations Document sets out the following retail proposals:

- **Proposals S/1** – Jarman Fields, St Albans Road, Hemel Hempstead. Proposals for a retail and leisure park. Acceptable uses are outlined as retail and leisure. Development must maximise the use of the site and ensure no significant impact on Hemel Hempstead Town Centre. The sale and display of clothing is not acceptable.

- **Proposal MU/1** – West Herts College Site and Civic Zone, Queensway/ Marlowes/ Combe Street (north)/ Leighton Buzzard Road, Hemel Hempstead. Proposals for new Public Sector Quarter and housing (500 – 600 homes). Proposals should secure a range of uses including educational, commercial, leisure and retail.

- **Proposal MU/7** – Gossoms End/ Billet Lane, Berkhamsted. Proposals for a new foodstore and housing (30), subject to retailing having a satisfactory impact on the town centre.

'Saved' Policies from the Dacorum Borough Local Plan

3.45 The majority of retail policies within the Saved Local Plan have been superseded by the Core Strategy. However, the following are still of relevance.

3.46 Policy 43 'Shopping Areas in Local Centres' resists the change of use of shops with less than 8 shops as well as larger shopping areas where the loss of a shop use will not be permitted at street level unless;

- At least 60% of the total frontage remains in shop use, and an appropriate range of local shops remains;

- The alternative use is appropriate to the commercial functioning of the area; and

- Non retail uses are dispersed throughout the area.

3.47 In relation to shopping development outside existing centres, Policy 44 'Shopping Development Outside Existing Centres' considers that proposals will be required to show that a sequential approach has been considered and that there is a quantitative and qualitative need for the development. For major proposals a trade capacity and impact study may be required to accompany a planning application. The policy goes on to say that shopping development will only be permitted outside existing centres if it meets the following criteria;

i. Does not result in an over provision of floorspace likely to damage the main shopping hierarchy in Dacorum or adjoining districts;

ii. Would not seriously affect the vitality and viability of nearby town or local centres;

iii. Would not prejudice future investment in existing centres;

iv. Provides a necessary extension of the range and diversity of outlets available to shoppers;

v. Is easily and safely accessible by a choice of means of transport, including passenger transport, as well as by cyclists, pedestrians and people with disabilities;

vi. Would help reduce the need to travel.

3.48 Policy 45 'Scattered Local Shops' resists the loss of individual shops outside of the town centres and local centres.

Hemel Hempstead Town Centre Masterplan Supplementary Planning Document (January 2013)

3.49 The Hemel Hempstead Town Centre Masterplan was given SPD status when the Core Strategy was adopted in September 2013.

3.50 The purpose of the Hemel Hempstead Town Centre Masterplan is to provide the direction for the future of the town centre and to enable transformation and regeneration to proceed as quickly as possible. It takes its lead from, and builds upon, the Hemel Hempstead Place Strategy which is set out in the Core Strategy.

3.51 The Masterplan sets out key regeneration objectives for the town centre, an overall vision, detailed strategies for each character zone and considers the delivery aspects of the masterplan, taking into account viability and phasing of key town centre proposals.

Gade Zone Planning Statement (2012) - Guidance Document

3.52 The Gade Zone Planning Statement provides guidance on the broad policy, development and design framework for the Gade Zone in Hemel Hempstead Town Centre, one of the seven town centre character zones outlined in the Hemel Hempstead Town Centre Masterplan. The Gade Zone is the first of the seven zones to be developed.

3.53 In terms of land use, Gade Zone Objectives include;

- To secure residential development in the northern area – strengthening the retail function
- To introduce a new supermarket in the central areas of the Gade Zone to attract movement and footfall from the main town centre shopping area thereby increasing vitality in the northern part of the town centre;
- To encourage a leisure & evening economy in the southern area of the Gade Zone to help revitalise the Water Gardens;
- To retain/re-use buildings of character and historic importance; and
- To increase activity in and around the public square and promote uses which support the evening economy in that location.

Retail Study Update

3.54 The Dacorum Borough Council's Retail Study Update (2011) produced by GL Hearn builds on Dacorum's previous retail studies published in 2006 and 2009. The recommendations for Dacorum Borough Council within the Study update conclude that:

- In 2016 there was a theoretical need for around 2,260 sq m (sales) of convenience floorspace in Hemel Hempstead, which, with some ancillary comparison floorspace, would equate to a superstore of approximately 2,800 sq m (sales) or 4,300 sq m (gross).
- Whilst the calculation showed a theoretical capacity for additional comparison shopping to serve Hemel Hempstead over the study period, it was not considered that recommendations should be made for specific allocations in the short to medium term.

- The Study concludes that there is only a modest need for retail provision to serve Berkhamsted (for both convenience and comparison goods floorspace) and, as such, does not require any specific allocations up to 2016/2021.

- Similarly, the retail need in Tring was modest and it was advised that there was no specific allocation of retail floorspace.

Hertsmere Local Development Plan

3.55 The current Development Plan for Hertsmere Borough Council is made up of the following;

- The Core Strategy (January 2013);

- Site Allocations and Development Plan Document (November 2016); and

- Elstree Way Corridor Area Action Plan (July 2015).

3.56 In addition to the documents listed above, Hertsmere Borough Council commissioned a Town Centre and Shopping Study published July 2008 to inform the evidence base for the Council's retail and town centre policies. This document has been assessed alongside the development plan documents.

The Hertsmere Borough Council Core Strategy – 2013

3.57 The Core Strategy sets out the Council's vision and strategy for the Borough over a period of fifteen years. It includes a variety of overarching spatial polices to guide future development and land use in the borough.

3.58 Core Strategy Objectives include '*to improve environmental and streetscape quality in town centres and protect and enhance the built heritage of Hertsmere*', and '*to safeguard and enhance the role of the town and district centres in Hertsmere, steering commercial developments which attract a large number of people toward the most accessible locations*.'

3.59 In Table 5 of the Core Strategy 'Spatial Objectives' are referred to for the Hertsmere centres. Objectives of relevance include;

Borehamwood

- Facilitate the renewal of the Elstree Way Corridor to reinforce a local sense of place, providing a range of housing, employment, community and cultural facilities;
- Reduce shop vacancies an improving the local environment and streetscape along Shenley Road and at Leeming Road;
- Greater consideration of utilising enforcement and compulsory purchase powers to facilitate town centre improvements;
- Improve community facilities and addressing the absence of any public square within Borehamwood Town Centre;
- Address localised anti-social behaviour problems;
- Address environmental quality and physical accessibility at Borehamwood Railway Station and enhancing its role as a key transport node; and
- Reduce traffic congestion in and around the town.

Potters Bar

- Address the poor environment in and around the bus garage;
- Address the decline of the High Street;
- Address localised anti-social behaviour problems;
- Develop the range of evening activities in the town centre for younger people; and
- Roll out town centre improvements beyond Darkes Lane.

Bushey

- Protect the viability and vitality of local shopping, including measures to promote Bushey High Street: and
- Address parking problems specific to Bushey Village and Bushey Heath.

Radlett

- Protect the viability and viability of local shopping;
- Secure high quality development on key sites emerging in the district centre;
- Maintain the character of the town, particularly around the fringe; and
- Maintain and expand key public community services in the town.

3.60 The hierarchy for the town centres, as outlined in the Core Strategy, and supplemented in the Site Allocations and Development Management Policies Plan is illustrated in Table 3.3. The Site Allocations and Development Management Policies Plan in addition set out two lower levels of retail centre – Neighbourhood Parades and Individual Shops – that are also subject to policy protection.

Table 3.3 | Town Centre Hierarchy

Settlement Classification	Settlement
Town Centre	Borehamwood
Local Town Centre	Potters Bar (Darkes Lane)
District Centre	Potters Bar (High Street), Bushey Village, Bushey Heath, Radlett
Local Centre	Leeming Road, Borehamwood
Key Neighbourhood Parade	Manor Way (Borehamwood), Harcourt Road (Bushey), Bushey Hall Road (Bushey), Cranborne Parade (Potters Bar)
Service Village/Neighbourhood Centre	Elstree Village Centre, Andrew Close (Shenley)

Source | Hertsmere Borough Council Core Strategy and Site Allocations and Development Management Policies Plan

3.61 Chapter 8 includes policies relating to Towns Centres and Shopping as well as an assessment of the health of each centre and the role it plays in the borough. The following policies are considered relevant to this study.

3.62 Policy CS19 'Key Community Facilities' supports the retention of key community facilities within the Borough.

3.63 Policy CS27 'Town Centre Strategy' seeks to ensure that development within the town centres, local town centres and district centres maintains their primary retail function and wider role as a focus for business, leisure, cultural and other town centre uses. Proposals for main town centre uses will be considered in accordance with national planning policy set out in the NPPF, including the application of the sequential test and impact assessment as appropriate.

3.64 Policy CS28 'Strengthening Town Centres' outlines appropriate uses for primary and secondary shopping frontages.

3.65 Policy CS29 'Retail and Commercial Development in Shenley' determines the location for retail development in Shenley.

3.66 Policy CS30 'Safe and Attractive Evening Economy' outlines guidance that seeks to create a balanced evening economy.

Site Allocations and Development Policies Plan – 2016

3.67 The policies in the Site Allocations and Development Policies Plan seek to help deliver the aspirations of, and provide clarity on the Core Strategy policies.

3.68 Policy SADM32 'Key Community Facilities' supports the retention, improvement and provision of community facilities.

3.69 Policy SADM34 'Open Space, Sports and Leisure Facilities' supports the retention and improvement of open space, sports and leisure facilities.

3.70 Policy SADM42 'Town and District Centres' establishes the town centre boundaries of the centres and outlines that the Council will support proposals to improve the facilities, functions and environment of these centres whenever appropriate. Specific proposals for sites within Borehamwood and Radlett town centres are identified.

3.71 Policy SADM43 'Primary Frontages' sets out requirements to which development within primary shopping frontages should adhere.

3.72 Policy SADM44 'Secondary Frontages' sets out requirements to which development within secondary shopping frontages should adhere.

3.73 Policy SADM45 'Smaller Centres, Parades and Individual Shops' seeks to protect class A1 shops in smaller centres (classified as the Local Centre, Key Neighbourhood Parades, Neighbourhood Centres, Neighbourhood Parades and Individual Shops). The Local Centre, Key Neighbourhood Parades and Neighbourhood Centres are set out in table 3.3 above. Neighbourhood Parades and Individual Shops are identified in the Site Allocations and Development Management Policies Plan (Table 3) as follows:

Neighbourhood Parades:

- Croxdale Road, Borehamwood
- Hartforde Road, Borehamwood
- Howard Drive, Borehamwood
- Rossington Avenue, Borehamwood
- Aldenham Road, Bushey
- Bournehall Avenue, Bushey
- Bushey Mill Lane, North Bushey
- Park Avenue, North Bushey
- High Street north (1), Potters Bar
- High Street north (2), Potters Bar
- Battlers Green Drive, Radlett

Individual Shops:

- Organ Hall Road, Borehamwood
- Shenley Road (North), Borehamwood
- Studio Way, Borehamwood
- Thirsk Road, Borehamwood
- Sparrows Herne (1), Bushey
- Sparrows Herne (2), Bushey
- High Road (1), Bushey Heath
- High Road (2), Bushey Heath
- Church Road, Potters Bar
- Wayside, Potters Bar
- Aldenham Road, Radlett
- London Road, Shenley
- St Albans Road, South Mimms

3.74 Policy SADM46 'Controlling Non-Retail Uses' seeks to control the development of non-retail uses within the key shopping centres.

3.75 Policy SADM47 'Night-Time and Evening Uses' outlines criteria to which applications for evening economy uses must adhere.

3.76 Policy SADM49 'Shop Fronts' outlines that permission will be granted for well-designed shop fronts which respect the street scene and follow the guidance set out in the Planning and Design Guide SPD.

Radlett District Centre Key Locations SPD -2011

3.77 This document sets out the constraints and planning policy context for four locations in Radlett. It provides advice on how existing policies should be applied. The aim of the document is to ensure that key development opportunities in and immediately adjoining Radlett District Centre are maximised. At the time of writing, an updated Planning Brief for Radlett is being prepared to take into consideration the most up-to-date planning guidance for the four key locations in the centre of Radlett.

Retail Evidence Base

3.78 Hertsmere Borough Council lies in close proximity to a number of large retail destinations including the Watford Town Centre, Brent Cross in North London, Colney Fields, Hatfield Galleria and St Albans City Centre. As Hertsmere falls within the catchment of a number of these larger centres, historically it has not been considered appropriate to undertake a full retail needs/ capacity assessment for the Borough and Hertsmere's settlements have been considered as part of retail assessments for adjoining local authorities.

3.79 Details of adjoining district's retail assessments have been summarised in a Retail Topic Paper (2009), and the health of retail centres in Hertsmere is considered in the Town Centres and Shopping Report (July 2008). Conclusions from the Retail Topic Paper suggest that no further convenience or comparison floorspace should be allocated within the Borough during the plan period.

3.80 It should be noted that these studies and their conclusions are now over ten years old.

Three Rivers Development Plan

3.81 The development plan documents for Three Rivers District Council include the following:

- Three Rivers Core Strategy 2011 – 2026 (October 2011);
- Three Rivers Site Allocations Local Development Document (November 2014); and
- Three Rivers Development Management Policies (July 2013).

3.82 In addition to the documents listed above, Three Rivers District Council commissioned a Retail and Leisure Study (published June 2012) to inform the evidence base for their Site Allocations LDD. This document has been assessed alongside the development plan documents.

Three Rivers Core Strategy 2011-2026

3.83 Three Rivers District Council's Core Strategy, adopted in October 2011, sets out the strategic planning principles that govern development and land use in the District up to 2026.

3.84 Strategic Objective 8 of the Core Strategy outlines the Council's intention to 'maintain and enhance the viability, vitality and variety of shops and services within the Principal Town and Key Centres and retain shops and services in other smaller settlements'. The intention of this objective is to ensure the provision of a range of goods and services across the District to meet the needs of the local community.

3.85 The Core Strategy includes several settlement specific policies that support the settlement hierarchy. These policies aim to provide further detail to ensure the vision and objectives for each settlement are achieved during the plan period. These policies and their objectives are summarised below.

3.86 Through Policy PSP1 'Rickmansworth' the Council details their intention for development in Rickmansworth to be focused, where possible, on previously developed land. Additionally, this policy outlines the Council's objective to maintain and enhance retail use in the town centre by promoting a range of town centre uses in Rickmansworth. These uses include:

- Housing;
- Employment uses;

- Retail uses;
- Leisure facilities; and
- Community facilities.

3.87 Policy PSP2 'Key Centre' of the Core Strategy outlines the policy guidance responsible for development in South Oxhey, Croxley Green, Abbots Langley, Chorleywood, Leavesden and Garston & Mill End Key Centres. Policy PSP2 seeks to locate development within the aforementioned Key Centres on previously developed land.

3.88 In regards to retail specific policy, Part E of Policy PSP2 seeks to maintain and enhance the primary and secondary shopping frontages within Abbots Langley, Chorleywood and South Oxhey District Shopping Centres and the Local Shopping Centre at Croxley Green. Additionally, Policy PSP2 Part F recognises the need for additional retail floorspace within the District's Key Centres.

3.89 Three Rivers Core Strategy Policy PSP2 'Secondary Centres' provides guidance for development in Kings Langley, Carpenders Park, Eastbury, Maple Cross, Moor Park and Oxhey Hall Secondary Centres. Specifically, Policy PSP3 explains that Secondary Centres are expected to maintain and enhance the provision of local shops.

3.90 Policy PSP4 'Villages' conveys the Council's ambitions for development within the villages of Bedmond and Sarratt, highlighting their intentions to improve the existing services, facilities and shops within the two villages.

Town Centres and Shopping

3.91 In addition to the settlement hierarchy and settlement specific policies illustrated above, the Three Rivers Core Strategy provides guidance relating to the management and growth of town centres and shopping facilities. Table 3.4 below sets out the District's Retail Hierarchy indicating the size and importance of the various retail centres in Three Rivers.

Table 3.4 | Three Rivers Retail Hierarchy

Settlement Classification	Settlement
Town Centre	Rickmansworth
District Centres	South Oxhey Abbots Langley Chorleywood
Local Centres	Croxley Green (Watford Road) Croxley Green (New Road) Mill End (Money Hill Parade)
Other Local Shops	57-63 High Street, Bedmond 61-65 Station Road, Kings Langley 15 Bridge Road and 5 Old Mill Road, Hunton Bridge 17-22 School Mead, Abbots Langley 5-7a and Sherwood News, College Road, Abbots Langley 1-14 Katherine Place, Abbots Langley Sarratt Post Office, The Green, Sarratt 41-55 and 295-309 Baldwins Lane, Croxley Green 193-197 Watford Road, Croxley Green 4-12 Scots Hill, 1-3 The Green and 1-4 New Parade, Croxley Green 1-11 Tudor Parade, Mill End 68-82 Church Lane, Mill End 2-28 Main Avenue, Moor Park 10-24 Hallowes Crescent, South Oxhey 305-317 Prestwick Road, South Oxhey 1-18 The Parade, Delta Gain, Carpenders Park 18-48 Little Oxhey Lane, South Oxhey 46-52 Heronsgate Road, Heronsgate 2-4 Station Approach, Chorleywood Sheratons, Wyatts House and Shell Filling Station, Rickmansworth Road, Chorleywood.

Source | Three Rivers District Council Core Strategy

3.92 Core Strategy Policy CP7 'Town Centres and Shopping' outlines the Council's position in respect of development in the District's retail centres and the necessity of maintaining the hierarchy of retail centres. In this regard, Policy CP7 requires new retail development to be located within the Primary Frontages of the District's Town and District Centres.

Three Rivers Development Management Policies (2013) and Site Allocations Document (2014)

3.93 The Development Management Policies and Site Allocations Document seek to provide clarity on the policies set out in the District's Core Strategy whilst enabling the delivery of the District's Vision.

3.94 Development Management Policy DM12 'Community, Leisure and Cultural Facilities' seeks to protect community, leisure and cultural facilities from redevelopment or change of use.

3.95 Chapter 7 of Three Rivers Site Allocations Local Development Documents provides additional detail relating to Strategic Objective 8 of the Core Strategy as outlined above.

3.96 Paragraph 7.7 of the Site Allocations Local Development Document sets out the parameters of Primary Frontages, which include the retail core of a centre where Use Class A1 premises are protected.

3.97 Paragraph 7.8 states that Secondary Frontages are defined as edge of centre premises where a wider mix of uses are permitted.

3.98 Similarly, Paragraph 7.9 outlines that Local Centres are comprised of a mix of uses albeit at a smaller scale than Secondary Frontages.

3.99 Policy SA6 'South Oxhey' from the Three Rivers Site Allocations Local Development Document (adopted November 2014) sets out policy guidance specific to the regeneration and modernisation of South Oxhey. This redevelopment project and accompanying policy seek to target deprivation in the area through the promotion of better quality community, leisure and shopping facilities

3.100 Site Allocations Policy SA4 'Retail Allocations' details locations where retail development is acceptable in principle. These include:

- The Town Centre at Rickmansworth;
- The District Centres at South Oxhey, Abbots Langley, and Chorleywood;
- The Local Centres at Croxley Green (Watford Road and New Road) and Mill End (Moneyhill Parade); and
- The Local Shops including local shopping parades and individual shops across settlements within the District.

3.101 Policy SA4 also provides additional detail relating to appropriate development in shopping frontages and local centres. This includes:

- Protecting the vitality of Primary Frontages by resisting the loss of Use Class A1 (Retail) uses;
- Promoting the retention of Use Class A1 (Retail) uses in Secondary Frontages;
- Protecting and enhancing identified Local Centres and Local Shops including retaining retail uses and encouraging uses that complement the Local Centres and Shops.

3.102 Furthermore, Policy SA4 states that developments proposing retail uses outside of identified centres will only be acceptable where they pass a sequential test.

Retail and Leisure Study (2012)

3.103 The Three Rivers Retail and Leisure Study produced by Lambert Smith Hampton in 2012 assessed the provision of retail and shopping facilities across the District. The capacity analysis shows that for Three Rivers there was:

- Convenience floorspace capacity of 974 sq m by 2026 in **Rickmansworth**;
- Food-superstore capacity of 2,500 sq m in **South Oxhey**;
- Convenience floorspace capacity of 1,715 sq m by 2026 in **Abbots Langley**;
- Convenience floorspace capacity of 83 sq m by 2026 in **Chorleywood**;
- No capacity for additional convenience floorspace in **Croxley Green**; and
- Capacity for small-scale local convenience floorspace in **Maple Cross.**
- The study concluded that there was no need for additional comparison floorspace across the District.

The St Albans City and District Council Development Framework

3.104 The current development plan for St Albans City and District Council comprises the following;

- District Plan Review – 1994

3.105 In addition to the existing District Plan St Albans City and District Council commissioned a Retail Study Update published September 2013 to inform the evidence base for the Council's emerging retail and town centre policies. This document has been reviewed alongside the development plan documents.

3.106 St Albans City and District Council are currently in the early stages of preparing a new local plan which was consulted on (Regulation 18) in January/February 2018.

3.107 Of note, the preparation of the Harpenden Neighbourhood Plan is currently in its final stages with adoption anticipated by the end of 2018.

The St Albans District Plan Review (1994)

3.108 Chapter 6 'Shopping and Services' of the St Albans Local Plan outlines the retail and town centre polices for the District. Those of relevance are referred to below;

3.109 Policy 51 sets out the District Plan Review outlines the following retail hierarchy for the centre within St Albas City and District.

Table 3.5 | St Albans Retail Hierarchy

Settlement Classification	Settlement
Minor Sub – Regional Centre	St Albans
Minor District Centre	Harpenden
Neighbourhood Centres	Southdown, Redbourn, Wheathampstead, Verulam Estate, Fleetville. The Quadrant Marshalswick and London Colney
Local Centres	As listed in Policy 55

Source | St Albans District Plan Review

3.110 Policy 51 'Shopping and Service uses, Overall Strategy' outlines the Councils overall strategy towards shopping and service uses, whilst Policy 52 'Shopping Development in St Albans City Centre' outlines criteria against which retail proposals in St Albans City Centre will be assessed.

3.111 Policy 53 'Shopping Development in Harpenden Town Centre' outlines the criteria against which retail proposals in Harpenden Town Centre will be assessed, and Policy 54 'Shopping Development in Neighbourhood Centres' outlines the criteria under which retail proposals in Neighbourhood Centres will be assessed.

3.112 Policy 55 'Local Shopping Facilities' outlines the criteria against which Local Shopping Facilities will be assessed, whilst Policy 56 'Loss of Retail Floorspace' outlines how planning applications which result in a loss of retail floorspace would be resisted.

3.113 Policy 57 'Service Use' outlines criteria to which planning applications for service uses (A2 and A3 use class) must adhere.

3.114 Policy 58 refers to 'Major Retail Development Outside Existing Town Centres' and outlines sites proposed for retail, a number of which have been developed out in the period since 1994. The policy also outlines that out of town shopping will be permitted at London Colney if Policy 141 is adhered to. Other proposals for major retail developments (over 1,500 sq m) must submit a detailed retail impact assessment.

3.115 Chapter 10 'Leisure' of the St Albans District Plan outlines the leisure polices for the District. Those of relevance are referred to below:

3.116 Policy 91 'Location of Leisure Facilities' outlines that applications new leisure facilities will not be permitted unless they are acceptable in terms of location, access, car parking, environmental impact and safety.

3.117 Policy 92 'New Indoor Sports Facilities' refers to land allocated for indoor sports facilities including; again, a number of which have been developed in the period since 1994.

3.118 In addition to the policies outlined in the District Plan, more detailed policy guidance is provided in 'Policy Area Statements' for the following centres:

- St Albans City Centre;
- Harpenden Town Centre;
- Highfield Oval Site, Harpenden;
- Fleetville;
- London Colney and
- The Upper Colne Valley.

St Albans City and District Council Retail Study Update (April 2010)

3.119 The St Albans City and District Retail Study Update was prepared by Strategic Perspectives in 2010.

3.120 The Retail Study (which updated the 2009 Retail Study) outlined that St Albans City Centre could support a comparison goods sales area of circa 20,000 sq m (net) by 2021, increasing to 25,000 sq m by 2026. Limited capacity for comparison floorspace is identified in Harpenden Town Centre for between 820 sq m and 830 sq m (net) up to 2016 increasing to between 2,240 sq m and 2,380 sq m (net) by 2031.

3.121 In relation to convenience floorspace, Strategic Perspectives identified a qualitative and quantitative need for a suitably sized food store to anchor St Albans City centre's convenience offer. However, taking into consideration the requirement to balance this with the need for a significant critical mass of comparison goods floorspace, it was not recommended that sites be allocated in the city centre for an anchor convenience store as such sites should be occupied by comparison floorspace. For Harpenden Town Centre the forecast capacity for convenience floorspace was for between 1,190 sq m and 1,280 sq m (net) by 2016 and between 1,670 sq m and 1,690 sq m (net) by 2031.

The Watford Local Development Framework

3.122 The current development plan for Watford Borough Council comprises the following:

- Watford Local Plan 2006-2031 Part 1 Core Strategy (2013); and
- Saved Policies of the Watford District Plan 2000 (2003).

3.123 In addition to the documents listed above, Watford Borough Council commissioned a Retail Study Update published September 2013 to inform the evidence base for the Council's retail and town centre policies. This document has been assessed alongside the development plan documents.

Watford Core Strategy (2013)

3.124 Watford Borough Council adopted Part 1 of the Core Strategy on 30th January 2013.

3.125 The content of the Core Strategy sets out the Council's vision and strategy for the Borough from 2006 to 2031. This document identifies the settlements to which development will be directed and details the Council's vision and spatial policies that will guide future development in the Borough.

3.126 Chapter 7 of the Core Strategy outlines the retail hierarchy used to manage the growth of the Borough's town and local centres. This hierarchy is illustrated in Table 3.5 below.

Table 3.6 | Watford Retail Hierarchy

Settlement Classification	Settlement
Town Centre	Watford Town Centre
District Centre	North Watford/St Albans Road
Neighbourhood Centres	Garston Park Parade, Goodwood Parade, Longspring, Langley Road/St Albans Road, Buckingham Road, Bushey Arches, Vicarage Road, Whippendell Road East
Local Shops	Euston Avenue, Leavesden Road, Langley Way, Orbital Crescent, The Gossamers, Tolpits Lane, Tudor avenue, Villiers Road, Horseshoe Lane, Whippendel Road/Ascot Road, St Johns Road, St James Road, Hardwoods/Hagden Land, Haines Way, Watford Fields, North Approach, Eastbury Road

Source | Watford Core Strategy

3.127 In addition to the information set out in Table 3.5 above, the Core Strategy sets out additional planned facilities at the following locations:

- **Neighbourhood Centres**
  i. Ascot Road Station Area (planning permission granted in 2017)
  ii. JR Tagger Site (enhancement of Bushey Arches Centre)
- **Local Shops**
  i. Health Campus
  ii. Nascot Grange development
  iii. Leggatts Campus redevelopment

3.128 Policy TLC1 'Retail and Commercial Leisure Development' emphasises the role and function of Watford Town Centre as the main focus for an array of town centre uses including:

- Comparison goods shopping (within the primary shopping area);
- Leisure and entertainment; and
- Civic and cultural activities

3.129 Similarly, Policy SPA1 'Town Centre' solidifies Watford as a regional centre in the retail hierarchy.

3.130 Whilst additional retail floor space is expected to continue to be predominantly located within the primary shopping area, Policy TLC1 identifies that additional comparison and convenience floorspace may be acceptable in other Special Policy Areas (SPAs) providing the development is appropriate in scale, does not negatively affect Watford Town Centre and meets the provisions of the sequential test. The acceptable SPAs include Watford Junction SPA, Lower High Street SPA, Western Gateway SPA and Health Campus SPA.

3.131 Policy TLC2 'Neighbourhood Centres' of Watford's Core Strategy seeks to promote sustainable neighbourhood centres that meet the needs of the current and future community. In this regard, the

Council will seek to ensure that an appropriate balance of use classes is maintained throughout the Borough's neighbourhood centres whilst encouraging an array of local facilities and ensuring derelict and vacant properties are brought back into use.

3.132 In addition to the Town Centre and Neighbourhood Centres detailed above, the Core Strategy also identifies 'out of centre' and 'edge of centre' leisure and retail locations in the Borough. Edge of centre is defined as areas lying within 300m of a Primary Shopping Area. The existing edge of centre locations are detailed in Table 3.6 below. Paragraph 7.4.2 of Watford's Core strategy states that "consideration will be given to additional retail floor space and changes to the type of goods sold, where it can be demonstrated that the proposed development would complement the town centre offer". However, a sequential test will be required to support any retail or leisure development not located within the Town Centre, as set out in NPPF and local policy.

Table 3.6 | Existing Out and Edge of Centre Provision

Location	Main Use
Out of centre retail and leisure locations	
Colne Valley Retail Park	Non food – bulky goods
St Albans Road Homebase	Non food – bulky goods
Watford Arches Retail Park	Non food – bulky goods
Dome Roundabout: Sainsbury and Asda	Food retail (some comparison in store)
Woodside	Leisure and Sport
Bushey Mill Lane – Top Golf	Leisure
Edge of Centre retail and leisure locations	
Century Park	Non food – bulky goods
Waterfields Retail Park	Non food – bulky goods
Tesco Store	Food retail (some in store comparison space)

Source | Watford Core Strategy

Saved Policies from the Watford District Plan 2000 (2003)

3.133 Of the policies retained from the Watford District Plan 2000 (2003), several relate to retail development.

3.134 Saved Policy S5 'Non-retail Uses in Prime Retail Frontage' resists the development of uses outside of Use Classes A1, A2 and A3 on ground floor level of prime retail frontages. Furthermore, saved Policy S5 requires 80% of A1 shops located in designated primary shopping frontages to be retail in use.

3.135 Saved Policy S6 'Non-Retail Uses within the Harlequin (*now Intu*) Shopping Centre' restricts sites within this location to Use Class A1, A2 and A3 only, with a maximum allowance for no more than 10% non-Use Class A1 uses in this location.

3.136 Secondary retail frontages are protected by Saved Policy S7 of Watford's District Plan 2000, which seeks to "retain the general retail character of the frontage while permitting an adequate number of non-retail units". This policy outlines additional guidance to which development located within designated secondary retail frontage is required to adhere.

3.137 Saved Policy S9 'Non-retail Uses in North Watford Shopping Centre/Local Shopping Frontages' provides guidance relating to circumstances where non-retail uses in this location are acceptable.

3.138 Watford's Core Strategy includes several Special Policy Area (SPAs) that guide development in each location throughout the Borough. These policies and their objectives are summarised below.

3.139 Policy SPA1 'Town Centre' provides additional guidance on development in Watford Town Centre. The aim of this policy is to ensure Watford Town Centre remains competitive given increasing competition from other centres by strengthening its position as a regional centre in the Borough's retail hierarchy. This policy promotes a balance of town centre facilities including retail, leisure and entertainment. Policy SPA1 also conveys the Council's ambition to redevelop Charter Place Shopping Centre (now the Intu Centre) to deliver an additional 10,000 sq m of retail floorspace.

3.140 Policy SPA2 'Watford Junction' relates to Watford Junction and the surrounding area. This policy aims to deliver new retail, café, restaurant and leisure facilities in two key activity nodes to reinforce the role of St Albans Road District Centre and support the Orphanage Way rail station.

3.141 Policy SPA3 'Health Campus' concerns the delivery of a major mixed-use development in Health Campus that will provide new community facilities and local centre shops, in addition to other facilities

and residential development, in west Watford.

3.142 The objective of SPA4 'Lower High Street' is to improve and enhance the public realm in the Lower High Street area. This includes extensions to and, where appropriate, the addition of Use Class A1 retail units in edge of centre locations. An impact test will be required for any net additional retail development in the area.

3.143 Policy SPA5 'Dome Roundabout' outlines the Council's intention to resist new retail development in the area and "encourage mixed use development in the area to help diversify uses in what is a predominately out of town retail area".

3.144 Policy SPA6 'Western Gateway' outlines the potential for the major regeneration of the area including new small-scale retail units and a Use Class A1 retail supermarket that will help meet local needs.

Watford Junction Development Brief Supplementary Planning Document Consultation Statement

3.145 In addition to Policy SPA2 detailed above, Watford Council are currently in the process of producing the Watford Junction Development Brief SPD that will guide development in this area. The draft version of this document was produced August 2016. The Council consulted 81 people over a six week period. Several comments were received in relation to the proposed retail and leisure uses in Watford Junction.

3.146 The Council agrees that, with the planned addition of new homes in the area, new retail and leisure facilities will be required to support the needs of the new residents, mindful that they should not detract from the vitality and viability of Watford Town Centre. In addition, the commuters to Watford Junction Train Station are poorly provided for and would benefit from additional shopping facilities.

Retail Study Update

3.147 The Watford Borough Council's Retail Study Update (2013) produced by GVA builds on Watford's previous retail study published November 2010 to assess the Borough's retail capacity. The capacity analysis indicates that for Watford there was:

- Convenience goods floorspace capacity of 2,714 sq m (net) up to 2018; 4,504 sq m (net) up to 2023; and 6,229 sq m (net) up to 2028; and

- Comparison goods floorspace capacity of 7,510 sq m (net) in 2018; 24,339 sq m (net) up to 2023; and 47,128 sq m (net) up to 2028.

Conclusion

3.148 The NPPF recognises and stresses the importance of promoting the vitality and viability of town centres through a 'town centre first' approach to developing a defined retail hierarchy. Town centres play an essential contributing role in the nation's economy as well as acting as the heart of local communities where both social and commercial exchanges take place.

3.149 As a direct result of the NPPF coming into force, all out-of-centre planning applications for main town centre uses must provide a full assessment of the impact of the proposal on the vitality and viability of protected centres (for applications greater than 2,500 sq m, or a locally set threshold). It is on the basis of this impact assessment that local planning authorities consider the overall impact of the planned development on their existing retail provision as well as pipeline retail developments.

3.150 As part of the production of their new Local Plans, the Councils are gathering a suite of new technical studies and reports to form the evidence base upon which the new Local Plans will be based. This Retail and Leisure Study will form part of the evidence base and influence those policies which relate to retail and leisure and most importantly those policies which influence and support the vitality and vibrancy of the centres and settlements in Dacorum Borough, Hertsmere Borough, Three Rivers District, St Albans City and District Council and Watford Borough Council areas.

4.0 Assessment of Key Centres

Introduction

4.1 This section of the South West Hertfordshire Retail and Leisure Study details our analysis of the vitality and viability of the key centres in Dacorum Borough Council, Hertsmere Borough Council, Three Rivers District Council, St Albans City and District Council and Watford Borough Council.

4.2 The analysis focuses on the 17 centres in the Study Area. The plan included at **Appendix A** illustrates the location of the Study Area relative to the main settlements in the sub-region. Figure 4.1 identifies the hierarchy of the centres relevant to each local authority area. At present, a range of definitions are used by different Councils.

Figure 4.1 | Centre Hierarchies

Dacorum Borough Council	Hertsmere Borough Council
Hemel Hempstead – Principal Town Centre Berkhamsted – Secondary Town Centre Tring – Secondary Town Centre	Borehamwood – Town Centre Potters Bar (Darkes Lane) – Local Town Centre Potters Bar (High Street) – District Centre Radlett – District Centre Bushey – District Centre Bushey Heath – District Centre
Three Rivers District Council	**Watford Borough Council**
Rickmansworth – Town Centre South Oxhey – District Centre Abbots Langley – District Centre Chorleywood – District Centre	Watford – Town Centre Watford St Albans Road – District Centre
St Albans City and District Council	
St Albans – Minor Sub Regional Centre Harpenden – Minor District Centre	

4.3 Our full health-check of all 17 centres is contained at **Appendix C**. This section summarises our findings, and should be read in conjunction with the appendix.

Methodology

4.4 The National Planning Policy Framework (NPPF, March 2012) states that local planning authorities should:

- Set out policies for the management and growth of town centres over the plan period;
- Recognise town centres as the heart of their communities; and
- Pursue policies to support their viability and vitality.

4.5 Paragraph 23 of the NPPF recognises that town centres are the heart of communities and local planning authorities should pursue policies to support their viability and vitality, in addition to promoting competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of each town centre.

4.6 While the NPPF does not provide a list of criteria to be used to assess the health of a centre, the Government's 'Ensuring the Vitality of Town Centres' National Planning Practice Guidance (NPPG, March 2014) provides a helpful set of indicators. Further, the NPPG explains these indicators should be monitored on a regular basis in order to judge the health of a centre and its performance over time.

4.7 Below is a list of the indicators that have been used to complete the assessment of the health of the centres. The list comes from Planning Practice Guidance: *Ensuring the Vitality of Town Centres*.

- **Diversity of Uses** – Data on the diversity of uses in each of the town centres was collated during the Retail Surveys completed by Nexus Planning in November 2017. The collected data includes the number, type and quantum of floorspace provided in these locations. Diversity of uses within each centre is discussed later in this chapter.

- **Proportion of Vacant Street Level Property** – Vacant properties were also identified during the November 2017 site visits. The volume of vacant floorspace within a town centre can provide an indication of how it is performing. However, it is important to acknowledge that a degree of vacancy is inevitable and sometimes desirable. Some 'churn' is expected in the market as units alter and change as new businesses enter a town and others leave. In this context, vacant units are commonly found in even the strongest of town centres. Equally, a low vacancy rate does not necessarily mean a town centre is performing well; as the quality and performance of the occupied

units may be relatively poor. For example, if a town centre is dominated by a high number of charity shops, while it may have a low vacancy rate, the town's overall attractiveness is likely to be poor and the town may be facing decline.

- **Commercial Yields on Non-Domestic Property** – Whilst this can be an indicator of town centre performance over time, data on commercial yields for the centres of Dacorum Borough, Hertsmere Borough, Three Rivers District, St Albans District and Watford Borough is not publically available at this time, as it is now only produced by ONS for major cities Commercial rents (as described below) provide a suitable alternative indication of the relative attractiveness of each centre and we include these within our assessment.

- **Customers' Views and Behaviour** – Information on customers' views is based on the results of the comprehensive NEMS household telephone survey (completed in November 2017). NEMS surveyed 2,000 residents across the Study Area. These results provide an indication of how a centre is both used and viewed by local residents. These are set out in the complete health check assessment attached in **Appendix C** and in Section 6.

- **Retailer Representation and Intentions to Change Representation** – Information on the current strength of centres and retailer representation has been derived from Javelin Venuescore UK Shopping Venue Rankings, Experian GOAD Category Reports and from other published sources and is explored throughout the health check assessments.

- **Commercial Rents** – Zone A rental data can provide information on historic trends. This information has been derived from online sources and is included in the health check assessments for all centres in Appendix C.

- **Pedestrian Flows** – General footfall and pedestrian flows were observed by Nexus Planning during site visits to each of the study centres. Each centre was visited on different days of the week and at different times of the day. Therefore, Nexus Planning was able to obtain a comprehensive understanding of pedestrian flows through observation at these varying times.

- **Accessibility** – Consideration of access to and around each centre was informed by the Nexus Planning site visits. This was in addition to results from the NEMS household telephone survey and a desktop review of data detailing access to public transport and parking facilities. The accessibility of a centre is determined by the ease and convenience of access by a variety of transport means; including that which is provided to pedestrians, cyclists and disabled people – and the ease of access from the main arrival points to the principal attractions in the centre.

- **Perceptions of Safety and Occurrence of Crime** – General perceptions of safety were gathered during the site visits and from a review of existing crime statistics published by the Police.

- **State of Town Centre Environmental Quality** – Consideration of the quality of the buildings and public realm in each of the centres was informed by Nexus Planning's site visits to each of the centres and the NEMS household telephone survey.

4.8 The following sections of the report provide a summary of the Nexus Planning assessment of the health of Study Area centres in respect to the above indicators derived from the NPPG.

4.9 Complete health check assessments and accompanying land-use plans, mostly prepared by Experian Goad and updated by Nexus, are provided for each town centre at **Appendi**ces B and C

4.10 Goad plans are defined by Experian, and whilst they are broadly in line with town and district centre boundaries shown on Proposals Maps, they are not always identical.

4.11 As part of the health check assessments, Nexus undertook stakeholder engagement with local representatives to understand the local context, including issues and concerns affecting local residents and businesses. This involved discussions with local retailers, representation groups and members and was carried out via email (Dacorum Borough Council, Hertsmere Borough Council and Three Rivers District Council) and meetings (Watford Borough Council).

4.12 The engagement covered the vitality and viability of the centres, vacancies, mix of retail, parking, street environment, accessibility, crime and security and town centre events. Feedback and responses are summarised in the health check assessments (**Appendix C**).

Venuescore Ranking

4.13 Figure 4.2 ranks the sub-region's principal centres based on the Javelin Venuescore UK Shopping Venue Rankings 2015/16. The index details from 2010/11 and 2013/14 are also shown for comparison purposes.

4.14 Javelin Venuescore's index ranks 3,500 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlet centres) based on the strength of their current retail provision. Towns and major shopping centres are graded using a scoring system which takes into account the presence of multiple retailers in each location – including anchor stores, fashion operators and non-fashion multiples. It is important to acknowledge that the Venuescore index does not include an assessment of independent operators, or other town centre health indicators, identified in the NPPG i.e. these factors do not affect the score. Therefore, a centre that has a high prominence of independent retailers will have a lower score, regardless of any other factors. A low ranking does not therefore mean that a centre is 'poor', it simply means that it does not contain a high number of national multiple retailers. Indicative of this, many centres actively seek to attract independent retailers in order to provide diversity and interest.

4.15 As illustrated in Figure 4.2, Watford is the highest scoring centre of the study centres and is classed as a 'Major Regional' centre by Venuescore (2015-16). Watford Town Centre is ranked 46th of the all the centres surveyed. This particularly high ranking is a reflection on the type of retail offer within Watford's Town Centre, much of which is major retailers.

4.16 St Albans has the second highest ranking of all centres (125th) and is classified as a 'Regional' centre having dropped from 115th in 2010.

4.17 Hemel Hempstead and Borehamwood are ranked at 163rd and 267th respectively. Hemel Hempstead is classified as a 'Regional' centre, while Borehamwood is classified as a 'Sub-Regional' centre. Interestingly, Borehamwood changed from a ranking of 682nd in 2010, a significant increase over a six year period, and an indication primarily of an increase of major retailers within the Shopping Park.

4.18 Most of the study centres had a market classification of 'Middle'. Berkhamsted, St Albans and Harpenden all have a market classification of 'Upper Middle', while Watford St Albans Road and Potters Bar High Street were both designated a market classification of 'Lower Middle'. This market classification measures the degree to which the centre has a high-end or discount focus.

4.19 Tring has the lowest ranking of centres within the Study Area (3,152), which is primarily a reflection of the number of independent stores that are prevalent within the centre. There are very few multiple retailers within Tring District Centre.

4.20 Watford St Albans Road, Rickmansworth, Potters Bar Darkes Lane, Potters Bar High Street and Radlett were all between 1,000 and 2,000 in terms of Venuescore rankings from 2015-16. Watford St Albans Road, Rickmansworth, and Potters Bar High Street have all dropped significantly in the rankings since 2010, indicating that they have a proportionately lower number of national multiples now than in 2010

4.21 Also provided in Figure 4.2 is a comparison against some other major centres just outside of the study area. Key 'Major Regional' and 'Regional' centres located in the surrounding local authorities include Milton Keynes, Harrow, Luton and Brent Cross. Although the Study Area's largest centres provide comprehensively for convenience and comparison shopping, a proportion of the Study Area's comparison shopping needs are met by major shopping centres nearby. Some of these centres have strong overall rankings for 2015-16, including Milton Keynes ranked 34th, Luton ranked 91st, Harrow ranked 99th, and Brent Cross, ranked 130th.

4.22 Smaller centres within the Study Area, including South Oxhey, Bushey, Bushey Heath, Chorleywood and Abbots Langley, were not included in Venuescore's rankings because of their size. While some of these centres did have National Multiples present, overall these centres were generally comprised predominantly of independent retailers.

4.23 Figure 4.3 identifies the retail, shopping and leisure parks within the local authorities and ranks them by Venuescore ranking. Colney Fields Shopping Park had the highest ranking of those included in the rankings.

Figure 4.2 | Comparison of Venuescores for Study Area Centres

Centre	Classification	2010 Rank	2013-2014 Rank	2015-2016 Rank	2015-2016 Score	Market Position Classification	Market Position Index (Average 100)
Milton Keynes	Major Regional	35	29	34	308	Upper Middle	114
Watford	**Major Regional**	**42**	**45**	**46**	**266**	**Middle**	**107**
Luton	Regional	115	80	91	199	Middle	92
Harrow	Regional	110	93	99	189	Middle	95
Brent Cross (Mall)	Regional	154	84	100	188	Upper Middle	130
St Albans	**Regional**	**115**	**141**	**125**	**171**	**Upper Middle**	**120**
Hemel Hempstead	**Regional**	**135**	**151**	**163**	**146**	**Middle**	**93**
Borehamwood	**Sub-regional**	**682**	**281**	**267**	**99**	**Middle**	**90**
Harpenden	**Major District**	**628**	**596**	**574**	**53**	**Upper Middle**	**124**
Berkhamsted	**District**	**769**	**714**	**659**	**47**	**Upper Middle**	**123**
Amersham	District	489	636	675	46	Middle	109
Watford, Market Street	Local	-	-	2,827	11	Lower Middle	77
Hatfield	District	1,013	1,061	1,003	32	Lower Middle	75
Watford, St Albans Road	**District**	**769**	**1,204**	**1,047**	**31**	**Lower Middle**	**90**
Rickmansworth	**Minor District**	**854**	**901**	**1,120**	**29**	**Middle**	**103**
Potters Bar Darkes Lane	**Minor District**	**N/A**	**1,108**	**1,151**	**28**	**Middle**	**97**
Potters Bar High Street	**Minor District**	**868**	**1,605**	**1,486**	**21**	**Lower Middle**	**89**
Radlett	**Local**	**1,830**	**2,428**	**1,789**	**29**	**Middle**	**109**
Tring	**Local**	**1,674**	**1,263**	**3,152**	**10**	**Middle**	**96**

Source: Venuescore, 2010, 2013/14, and 2015/16 (Study Area centres are shown in bold)

Figure 4.3 | Comparison of Venuescores for Retail Parks

Centre	Classification	2010 Rank	2013-2014 Rank	2015-2016 Rank	2015-2016 Score	Market Position Classification	Market Position Index (Average 100)
Colney Fields Shopping Park	District	-	735	757	41	Middle	103
Hemel Hempstead, Apsley Mills Retail Park	Minor District	-	1,204	1,193	27	Middle	96
Watford, Odhams IE	Minor District	-	1,383	1,193	27	Lower Middle	84
Watford, Waterfields Retail Park	Minor District	1,803	1,204	1,193	27	Middle	100
St Albans Retail Park	Minor District	1,526	1,108	1,281	25	Middle	96
Watford, Century / Watford Arches	Minor District	1,526	1,524	1,372	23	Upper Middle	112
Hemel Hempstead, Jarman Retail Park	Local	-	2,061	1,908	16	Middle	93
Hemel Hempstead, London Road Retail Park	Local	-	-	2,577	12	Middle	104
Hemel Hempstead, Woodhalll Farm	Local	-	2,428	3,152	10	Lower Middle	86
Potters Bar South Mimms M S A	Local	1,961	2,428	2,193	14	Upper Middle	111
Borehamwood Stirling IE Retail Park	Local	-	2,428	2,577	12	Middle	106

Source: Venuescore, 2010, 2013/14, and 2015/16

Diversity of Uses

4.24 A comprehensive health check assessment of each centre is provided in **Appendix C**. A summary and overall comparison of centre composition and diversity of uses is provided below.

4.25 While overall the centres range in function and vitality, they were generally found to be healthy. Across the 17 centres it is clear that many play specific roles within the sub-region, but are also complementary. For example, Rickmansworth quite obviously plays an administrative and business function, while Watford, St Albans and Hemel Hempstead, the largest centres in the Study Area, function as the main comparison goods shopping locations. Some of the smaller centres such as Tring, Bushey and Harpenden deliver strong retail and leisure services, and provide a popular local restaurant and café culture.

Comparison of Centre Composition by Unit

4.26 Figure 4.4 provides a comparison of the composition of each town centre by unit. We identify the outliers in each instance.

Figure 4.4 | Comparison of Composition for Study Centres, by Unit, 2017 (%)

	Convenience	Comparison	Retail Services	Leisure Services	Financial and Business Services	Vacant
Hemel Hempstead	6.1	33.0	14.0	22.3	14.2	10.3
Berkhamsted	4.2	34.0	20.0	24.0	14.0	3.0
Tring	7.6	27.2	18.5	30.4	15.2	1.1
Borehamwood	12.2	28.0	15.0	28.0	12.0	4.3
Potters Bar Darkes Lane	7.0	27.2	22.8	26.3	11.4	5.3
Potters Bar High Street	7.7	23.8	24.6	30.8	6.9	6.2
Radlett	11.2	22.5	27.0	20.2	13.5	5.6
Bushey	3.7	16.7	22.2	29.6	20.4	7.4
Bushey Heath	20.0	28.9	20.0	20.0	11.1	0.0
Rickmansworth	9.8	23.8	18.9	23.0	21.3	3.3
South Oxhey	17.5	19.3	24.6	21.1	3.5	14.0
Abbots Langley	17.1	26.8	17.1	24.4	12.2	2.4
Chorleywood	16.1	33.9	17.9	17.9	5.4	8.9
St Albans	4.1	38.5	14.7	22.9	12.6	7.1
Harpenden	8.1	26.7	19.0	23.3	13.8	9.0
Watford	6.9	35.3	10.0	27.1	11.0	9.7
Watford St Albans Road	12.6	23.3	18.0	23.8	12.1	10.2
UK Average	8.8	31.0	14.5	23.9	10.3	11.2

Source: Experian, 2017, and Nexus Planning, 2017

4.27 The composition of each centre is further evidence to the variety of centre functions across the five local authority areas. Watford, Hemel Hempstead and St Albans, the largest, most dominant centres within the Study Area, had some of the lowest proportion of convenience units. Meanwhile the smaller, local centres had much higher proportions of convenience units, accommodating more, smaller, independent convenience units.

4.28 St Albans has the highest proportion of comparison units of the 17 centres following by Watford, Berkhamsted and Hemel Hempstead. This may be unexpected considering Watford's role as a regional centre but is likely to be a reflection of the Intu Shopping Centre Development in Watford Town Centre which is currently on-going. Bushey had both the lowest proportion of convenience and comparison units, further confirmation of this District Centre's services dominance.

4.29 Turning to retail services, Radlett had the highest proportion, and was identified as having a particularly high incidence of health and beauty units. Watford, Hemel Hempstead and St Albans had the lowest proportion of retail services, again an illustration of their comparison goods dominance.

4.30 Overall there was a strong leisure services offer across all 17 centres which was also the category of the least variance. The strongest leisure offers were identified in Potters Bar High Street and Tring. The lowest offer of leisure services was in Bushey Heath and Chorleywood.

4.31 Rickmansworth dominated the financial and business services market, having almost double the UK average of this category of units. Similarly, Bushey had a high proportion of financial and business services, many of which were identified as being property services. South Oxhey had the lowest proportion of financial and business services units, which is unsurprising considering the impending redevelopment.

Comparison of Centre Composition by Floorspace

4.32 Figure 4.5 shows the total floorspace for each centre and Figure 4.6 provides a comparison of the composition of each town centre by floorspace.

Figure 4.5 | Comparison of Composition for Study Centres, by Floorspace (total)

		Convenience	Comparison	Retail services	Leisure Services	Financial and Business Services	Vacant	Total
Dacorum	Berkhamsted	6,010	8,750	3,220	7,890	3,130	770	**29,770**
	Hemel Hempstead	7,860	39,850	4,550	11,680	8,150	8,140	**80,230**
	Tring	1,260	3,340	1,350	3,530	3,020	90	**12,590**
Hertsmere	Borehamwood	17,680	21,860	3,300	11,910	3,540	1,480	**59,770**
	Bushey Heath	1,570	2,640	630	970	400	0	**6,210**
	Bushey	270	740	1,470	2,050	1,070	420	**6,020**
	Potters Bar Darkes Lane	3,880	5,300	2,640	5,850	1,580	800	**20,050**
	Potters Bar High Street	6,550	5,370	4,290	6,440	1,680	1,320	**25,650**
	Radlett	1,070	2,860	1,970	2,620	1,700	780	**11,080**
St Albans	Harpenden	5,840	5,810	2,800	6,420	3,840	1,750	**26,460**
	St Albans	2,290	33,390	4,400	19,550	6,900	5,460	**71,990**
Three Rivers	Rickmansworth	5,840	3,740	1,820	6,100	3,110	440	**21,050**
	South Oxhey	1,480	1,970	1,260	1,590	150	1,360	**7,810**
	Chorleywood	405	660	315	395	110	250	**2,135**
	Abbots Langley	553	535	270	385	190	50	**1,983**
Watford	Watford	9,600	48,565	4,510	30,785	6,670	14,250	**114,380**
	Watford St Albans Road	2,590	14,830	3,940	6,330	2,230	2,370	**32,290**

Source: Experian, 2017 and Three Rivers District Council, 2017 (Chorleywood and Abbots Langley) & Hertsmere Borough Council 2012 (Radlett)

4.33 As would be expected, Figure 4.5 illustrates that Watford has the highest total floorspace of all centres (114,380 sq m), followed by Hemel Hempstead (80,230 sq m) and St Albans City (71,990 sq m). Abbots Langley has the lowest total retail floorspace (1,983 sq m) closely followed by Chorleywood (2,135 sq m).

Figure 4.6 | Comparison of Composition for Study Centres, by Floorspace, 2017 (%)

	Convenience	Comparison	Retail services	Leisure Services	Financial and Business Services	Vacant
Hemel Hempstead	9.8	49.7	5.7	14.6	10.2	10.1
Berkhamsted	20.2	29.4	10.8	26.5	10.5	2.6
Tring	10	26.5	10.7	28	24	0.7
Borehamwood	29.6	36.6	5.5	19.9	5.9	2.5
Potters Bar Darkes Lane	19.4	26.4	13.2	29.2	7.9	4
Potters Bar High Street	25.5	20.9	16.7	25.1	6.5	5.1
Bushey	4.5	12.3	24.4	34.1	17.8	7
Bushey Heath	25.3	42.5	10.1	15.6	6.4	0
Radlett	9.7	25.8	17.8	23.7	16.0	7.1
Rickmansworth	27.7	17.8	8.6	29	14.8	2.1
South Oxhey	19	25.2	16.1	20.4	1.9	17.4
Abbots Langley	27.9	27	13.6	19.4	9.6	2.5
Chorleywood	19	30.9	14.8	18.5	5.2	11.7
St Albans	3.2	46.4	6.1	27.2	9.6	7.1
Harpenden	22.1	22	10.6	24.3	14.5	6.6
Watford	8.4	42.5	3.9	26.9	5.8	12.5
Watford St Albans Road	8.7	46	12.2	19.6	7	7.3
UK Average	15.2	34.9	6.8	25	7.7	9.7

Source: Experian, 2017, Three Rivers District Council, 2017 (Chorleywood and Abbots Langley) & Hertsmere Borough Council, 2012 (Radlett).

4.34 In terms of convenience floorspace, there is correlation between those centres that have large floorplate supermarkets having the highest proportions of convenience floorspace. For example, Borehamwood had the highest proportion of convenience floorspace of the 17 centres, owing mostly to the large Tesco Extra within the town centre boundary. Rickmansworth had a similarly high convenience floorspace due to the three large supermarkets (Waitrose, M&S and Iceland) within the town centre. St Albans had the lowest proportion of convenience floorspace of the 17 centres, with just 3.2%, reflecting the large Morrisons and Sainsbury's foodstores which are located outside of the town centre. Similarly, Watford, Watford St Albans Road, and Hemel Hempstead also have particularly low convenience floorspace, which, again, is due to the prominence of large floorplate convenience supermarkets located just outside of the town centre boundaries.

4.35 Hemel Hempstead had the highest proportion of comparison goods floorspace, closely followed by St Albans, Watford St Albans Road and Watford. The high proportion of comparison floorspace in St Albans City reflects the high proportion of comparison units (highest of all 17 centres) within the city centre. Watford St Albans Road has a number of large floorplate comparison retailers including TK Maxx and The Range, at the southern end of the centre. Similarly, Watford Town Centre draws customers from all over the region for its comparison goods offer. This offer will increase with the impending completion of Watford's Intu redevelopment.

4.36 On top of having the second lowest proportion of convenience floorspace (4.5%), Bushey was also identified as having the lowest proportion of comparison floorspace, with just 12.3%. This reflects Bushey District Centre's particularly strong services offer. Bushey has the highest proportion of retail services and leisure services floorspace. For retail services in particular, the proportion of floorspace was significantly higher than any other centre. An analysis of the type of retail units in Bushey shows that there are a couple of large health and beauty units, as well as a vehicle repairs workshop, which have larger floorplates. By comparison, Borehamwood had the lowest proportion of retail services floorspace, consistent with it having the lowest proportion of retail services units.

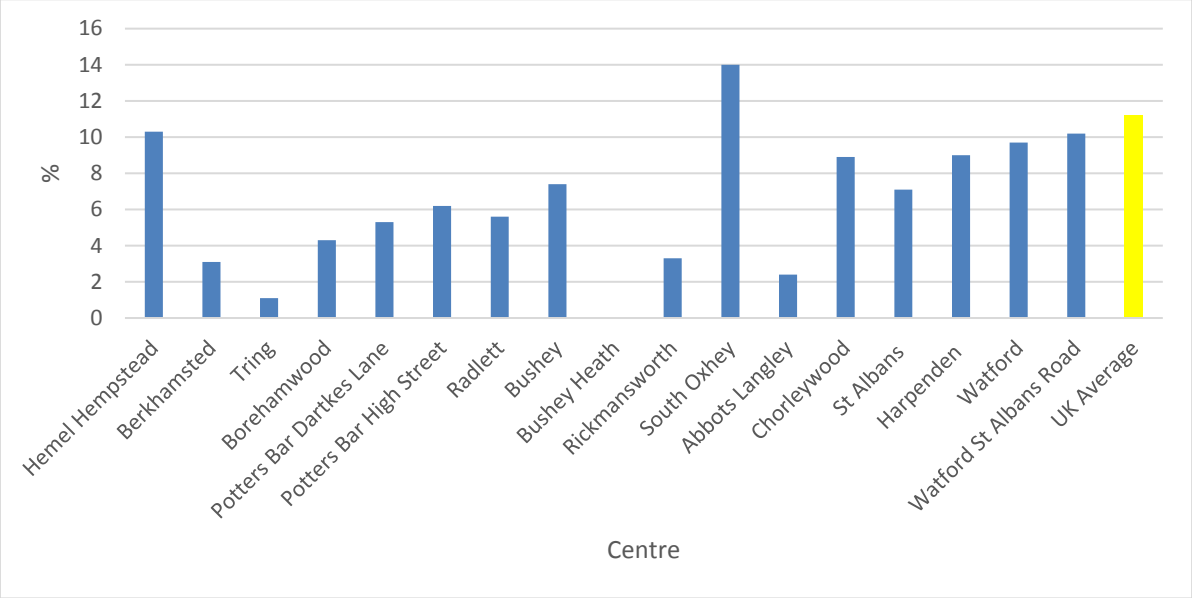
4.37 While Bushey had the highest proportion of leisure services floorspace, Hemel Hempstead had the lowest. Hemel Hempstead's retail offer is focussed on its comparison offer, and there are very few restaurants and cafes within the town centre. To some extent, Hemel Hempstead's lack of leisure services is countered by the other centres in Dacorum Borough, Tring and Berkhamsted, which each have a particularly strong offer of leisure services. There have also been a number of restaurants opened at Jarman Park Leisure Centre.

4.38 Tring had the highest proportion of financial and business services floorspace. This is due in part to Tring Market Auctions, which has a particularly large floor area. There are also a variety of other financial and business services located within the town. South Oxhey had the lowest financial and business services floorspace representing just 1.9% of the total. As previously identified, this is due to the impending redevelopment. Interestingly, Watford and Borehamwood both had particularly low financial and business services floorspace, despite being major town centres within Watford and Hertsmere Boroughs.

Vacancies

4.39 Figure 4.7 shows a comparison of the 17 centres and the proportion of vacant units in each. The chart illustrates that the majority of centres have a proportion of vacant units well below the UK average with the exception of South Oxhey. This high vacancy rate is understood to be as a result of the impending South Oxhey Initiative. Bushey Heath was the only centre to have no vacancies, although Tring, Abbots Langley, Berkhamsted and Rickmansworth all also had particularly low vacancy rates.

Figure 4.7 | Comparison of Vacancy Rates by Unit (%)



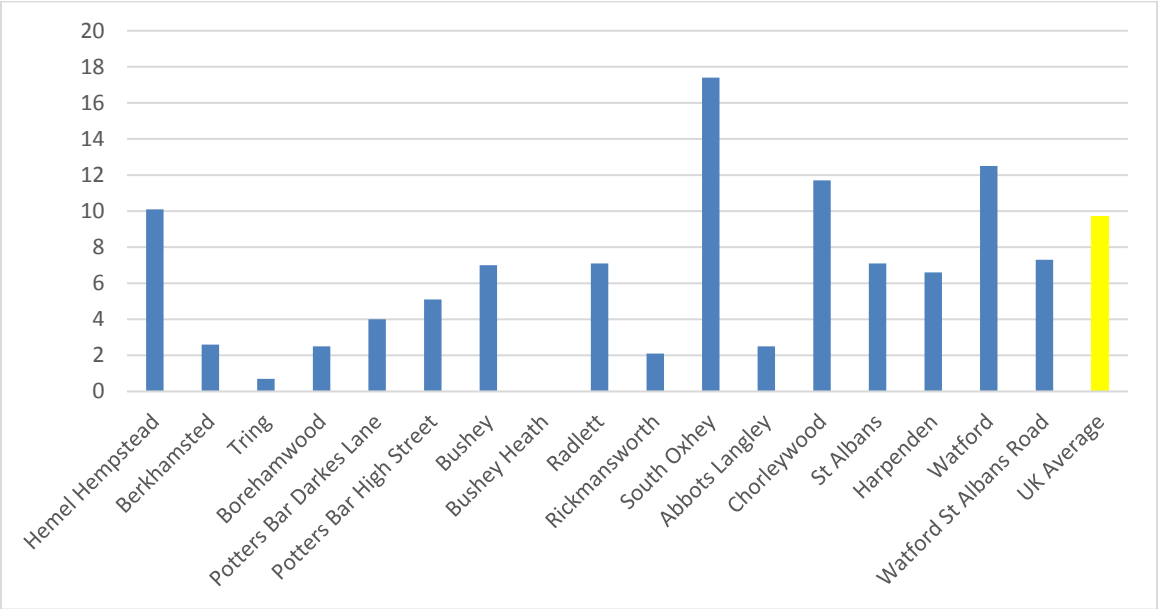
Source: Experian, Three Rivers District Council (Chorleywood and Abbots Langley) and Hertsmere Borough Council (Radlett).

4.40 Turning to floorspace, South Oxhey had the highest proportion of vacant floorspace, again due to the impending redevelopment. Watford and Hemel Hempstead were each above the UK average. When considering that Watford and Hemel Hempstead had a low proportion of vacant units, this indicates that the vacant units in these towns are the larger units; this may be a reflection of the impending redevelopment of both the Intu Shopping Centre (Watford) and Marlowes Shopping Centre (Hemel Hempstead).

4.41 On the other hand Bushey Heath had no vacancies, while Tring and Rickmansworth had very low vacant floorspace. On the whole, vacancy rates were very low across the majority of towns within the Study Area.

4.42 Figure 4.8 graphically illustrates and provides a comparison of the 17 centres and the proportion of vacant floorspace in each.

Figure 4.8 | Comparison of Vacancy Rates by Floorspace (%)



Source: Experian, Three Rivers District Council (Chorleywood and Abbots Langley) and Hertsmere Borough Council (Radlett).

Evening Economy

4.43 The evening economy is an important part of ensuring the vitality and viability of city and town centres. Evening based activities provide jobs, draw tourists, and ensure centres remain active outside of the daytime hours. In 2016, the night time economy UK wide was estimated to be worth more than £66 billion and provided jobs for over 1.3 million people.[38]

4.44 As part of this Study we have undertaken an analysis of the evening economy offered in each of the Study Area centres by considering the number of units which fall within the evening economy category. Units within the category include restaurants, takeaways, bars, pubs and nightclubs.

4.45 Figure 4.9 provides a comparison of evening economy units for each centre within the five authority area.

[38] Manifesto for the Night Time Economy, 2016, Philip Kolvin QC

Figure 4.9 | Comparison of Evening Economy Provision for the Study Area

Local Authority	Centre	Units (#)	Proportion of Total Units (%)
Dacorum	Hemel Hempstead	42	11.7
	Berkhamsted	30	15.7
	Tring	18	19.6
Hertsmere	Borehamwood	33	17.6
	Potters Bar Darkes Lane	20	17.5
	Potters Bar High Street	20	15.4
	Radlett	10	11.2
	Bushey	11	20.4
	Bushey Heath	6	13.3
St Albans	St Albans	66	15.1
	Harpenden	33	11.2
Three Rivers	Rickmansworth	15	12.3
	South Oxhey	5	8.7
	Abbots Langley	6	14.6
	Chorleywood	5	8.9
Watford	Watford	61	15.6
	Watford St Albans Rd	36	17.5

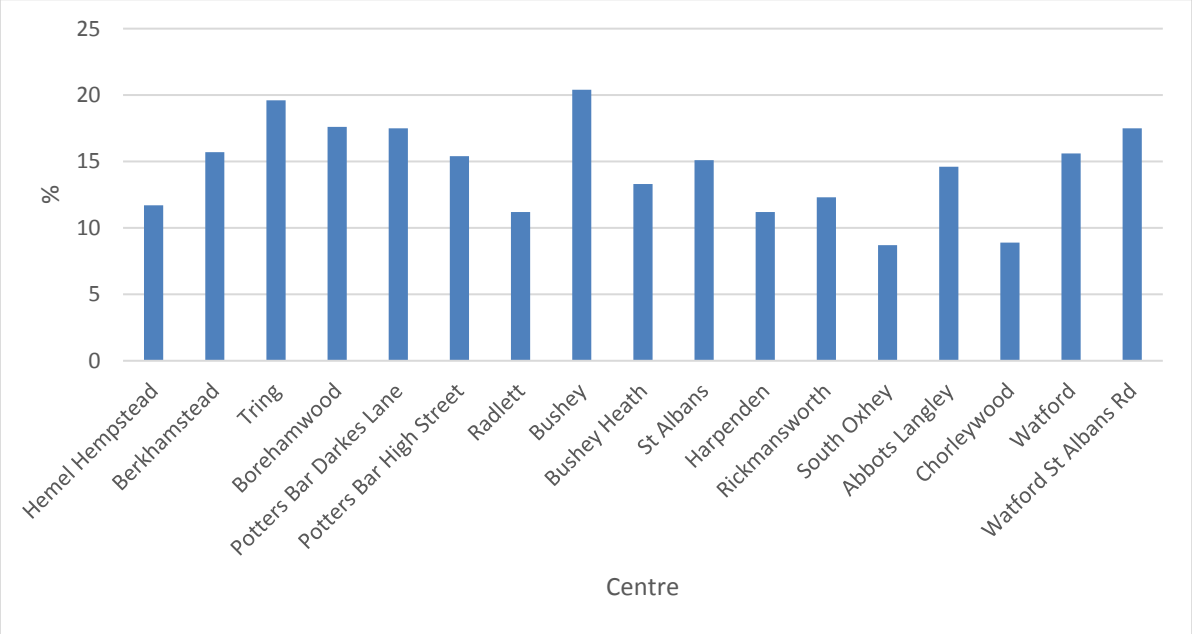
Source: Experian, 2017, Nexus Planning, 2017

4.46 When considering number of units alone, St Albans (66) and Watford (61) had the highest number of restaurants, takeaways, bars, pubs and nightclubs of all centres within the Study Area. This is no surprise considering the size of those centres. Hemel Hempstead (42) and Watford St Albans Road (36) had the next most. It is noted that 20 of the 36 evening economy units within Watford St Albans Road were fast food or takeaways.

4.47 Chorleywood and South Oxhey had the lowest number of evening economy units, with just 5 apiece, while Abbots Langley and Bushey Heath each had 6 units.

4.48 Figure 4.10 provides a visual comparison of the proportion of evening economy units of the total number of units within each centre. The comparison shows that Bushey (20.4%) and Tring (19.6%) had the highest proportion of evening economy units, while South Oxhey (8.7%) and Chorleywood (8.9%) had the lowest.

Figure 4.10 | Comparison of Evening Economy Provision for Study Area (% of total)



Source: Experian, 2017, Nexus Planning, 2017

Key Observations

4.49 What is clear from analysing the composition of the centres is that each centre functions quite differently. There is also a notable difference in the roles of the local authorities' Town Centres and their District Centres.

4.50 **Watford**, **Hemel Hempstead** and **St Albans** are the largest centres within the five local authorities, and the major comparison retail centres. In combination with the retail and shopping parks located outside of but in proximity to those town centres, Watford, Hemel Hempstead and St Albans are the comparison shopping destinations. Hemel Hempstead is comprised of the New Town and Old Town.

While the two centres are included within one Town Centre boundary, they are in reality quite separate, but function as complementary centres, with the Old Town having a stronger focus around services. Due to its cultural offer, St Albans City attracts a slightly different draw to Watford and Hemel Hempstead, with attractions such as the City Cathedral and traditional markets drawing tourists from further afield.

4.51 Interestingly, **Watford St Albans Road**, also has a large proportion of comparison floorspace, but has the perception of being service based. The elongated high street has a high number of specialised independent shops, which have a more localised function.

4.52 **Berkhamsted, Borehamwood, Harpenden** and **Rickmansworth**, are all smaller than Watford, Hemel Hempstead and St Albans, but function independently, as main centres. Each centre provides a combination of convenience and comparison goods, as well as services. Rickmansworth has a particularly high prominence of financial and business services and Harpenden has a particularly strong food and drink offer.

4.53 **Tring, Radlett, Abbots Langley** and **Chorleywood** all function as particularly localised centres, focused around services rather than comparison or convenience goods for local residents.

4.54 When considering geography and composition, the centres of **Bushey** and **Bushey Heath** also have a complementary relationship. The two centres, located only a mile apart, complement each other. While Bushey provides an oversupply of retail, leisure and financial and business services, Bushey Heath provides much more in the way of convenience and comparison. While on their own, neither centre would be considered particularly viable, together they provide a healthy composition.

4.55 Similar to Bushey and Bushey Heath, the two Potters Bar centres, complement each other with their centre composition. While **Potters Bar High Street** has a particularly high proportion of retail and leisure services, **Potters Bar Darkes Lane** has a significant offer of comparison goods units and financial and business services.

4.56 It is difficult to conclude how the current **South Oxhey** District Centre is performing considering the impending redevelopment. Its role in the wider region will become clearer over the coming years.

Out of Centre Retail

4.57 Figures 4.11 and 4.12 highlight the larger out of town centre convenience and comparison offer across all five local authorities (excluding petrol stations and small standalone shops or groups of shops).

Figure 4.11 | Out of Town Centre Convenience Retail

Location	Store	Parking spaces	Sq m (gross area)
Dacorum			
Aldi, London Road, Hemel Hempstead	Aldi	71	1,430
Redbourn Road, Hemel Hempstead	Aldi	77	1,422
London Road, Apsley Mills, Hemel Hempstead	Sainsbury's Superstore	524	7,619
Jarman Way, Hemel Hempstead	Tesco Extra	610	9,581
London Road, Tring	Tesco Superstore	198	2,397
Hertsmere			
Stirling Way, Borehamwood	Morrisons	394	6,734
Three Rivers			
Frogmoor Wharf, Harefield Road, Rickmansworth	Tesco Extra	311	3,847
St Albans			
Everard Close, St. Albans	Sainsbury's	345	7,085
Colney Fields Shopping Park, London Colney	Marks & Spencer	1,685	3,290
Colney Fields Shopping Park, London Colney	Sainsbury's	1,685	15,017
Watford			
Ascot Road, Watford	Morrisons	488	6,733
Lower High Street, Watford – waterfields	Tesco Extra	993	13,011
Odhams Industrial Estate, St Albans Road, Watford	Asda	1,500	19,307
Cow Lane, Watford	Sainsbury's	350	6,074

Source: Store Point 2016

Figure 4.12 | Out of Town Centre Comparison Retail

Location	Store	Parking spaces	Sq m (gross area)
Dacorum			
Apsley Mills Retail Park, London Road, Hemel Hempstead	• Homebase • Carpet Right • Wren Living • Argos • Currys	336	9,018
London Road Retail Park	• Halfords • Office Outlet • Pets at Home	159	3,349
Standalone Units	• Dunelm, London Road • Wickes, London Road • B&Q, Two Waters Road	45 75 92	3,188 2,241 3,000
St Albans			
Abbey View Retail Park, Griffiths Way, St. Albans	• Homebase • Matalan • Argos • Halfords • Carpetright • McDonalds • Pets at Home • Currys	428	11,404
Colney Fields Shopping Park, Barnet Road, London Colney	• Marks and Spencer • Next • Boots • Monsoon • Sports Direct • New Look	1,685	30,668
Watford			
Colne Valley Retail Park, Lower High Street, Watford	• Natuzzi • DFS • Oak furniture land • Dreams • Carpet right • Tapi • ScS • Harveys	274	8,191
Waterfields Shopping Park, Waterfields Way, Watford	• Next • David's Bridal • Sports Direct • Boots • Argos • Smyths (toy store)	319	6,968
Watford Arches Retail Park, Lower High Street, Watford	• B & Q • Kwik Fit • Mothercare	240	11,443

Note: There is no substantial out of town centre comparison retail within Hertsmere or Three Rivers
Source: https://completelyretail.co.uk/index.html

Local Centres

4.58 The five Local Authorities presently have different adopted retail hierarchies. In order to establish a consistent approach for defining a retail hierarchy, the adopted local centres, neighbourhood centres, shopping parades, neighbourhood parades and local shops across all five authorities have been analysed and assessed. Based on this assessment the lower order centres have been designated into two categories; local centres and neighbourhood centres. The assessment excludes adopted designated individual shops, which would remain individual shops in any future retail hierarchy.

4.59 The NPPF does not provide individual definitions for local or neighbourhood centres, but does provide the following definition for town centres which references 'local centres' and 'parades of shops of neighbourhood significance':

> *Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.*

4.60 Based on the NPPF definition of town centre, the lower order centres have been assessed and designated into a hierarchy of local centres and neighbourhood centres, which would fall below the district centre tier in the upper tiers of the retail hierarchy. A broad definition for each is provided below, although it is noted that these definitions are guides only. Where applicable, a designation for individual shops has also been recommended.

4.61 Local centres include a range of shops and services, limited community services (e.g. health centre, community centre, village halls) and some leisure services such as restaurants, cafes and takeaways. Generally, the centre will contain a dominant supermarket. For the purposes of establishing a lower order retail hierarchy, a local centre is defined as a destination which meets these characteristics, and generally consists of between 15 and 40 units. In some cases, a local centre may have less than 15 units, where it still provides an important local function, or has a supermarket that dominates the convenience market within the wider local area.

4.62 A neighbourhood centre generally provides a range of small shops and services of a particularly localised nature that meet residents' day-to-day needs. Neighbourhood centres serve an area more geographically contained than a local centre. These centres are typically comprised of 3 to 14 units.

4.63 In addition to the local centres and neighbourhood centres designations, in some cases where a centre is particularly disconnected (i.e. doesn't comprise a consistent strip of 3 of more adjoining shops), or is comprised of 1 or 2 units, this has been recommended for designation in an individual shops category.

4.64 It should be acknowledged that local and neighbourhood centres are somewhat fluid by nature. The function of individual centres may change with the addition of certain types of units or a specific development that changes the overall function. As such, there may be scope for centres to move between local and neighbourhood categories and therefore this assessment should be used as a guide only. There may also be scope to for some local centres to graduate to district status with growth, and also some neighbourhood centres may become more akin to individual shop status in the future.

Dacorum Borough

4.65 The adopted Dacorum Borough lower order retail hierarchy consists of 'local centre – with a district shopping function' and 'local centre – with a neighbourhood shopping function'. These centres have been assessed and designated as local and neighbourhood centres. A complete assessment is provided in **Appendix J**. A summary is provided below.

Figure 4.13 | Dacorum Borough – Recommended Local and Neighbourhood Centres

Local Centres	Neighbourhood Centres
Woodhall Farm	Boxmoor
Adeyfield	Chaulden
Apsley	Gadebridge
Bennetts End	Grovehill
Kings Langley	Highfield (Bellgate)
Bovingdon	Highfield (The Heights)
Maylands	Leverstock Green
	Markyate
	Miswell Lane (and Western Road)
	Nash Mills
	Northchurch
	Warners End

4.66 The assessment has identified 7 local centres and 12 neighbourhood centres within Dacorum Borough. A summary and description of some of these centres is provided below.

- Woodhall Farm consists of only five retail units including a Sainsbury's Superstore, small grocery store, dry cleaner, pharmacy and takeaway. While generally it would be expected that a local centre would have more retail units, the centre serves more than a neighbourhood function which is apparent based on market share for the Sainsbury's Superstore. The centre is also adjacent to two medical centres and a primary school, giving it an important community services function.

- Apsley consist of approximately 35 retail units in a typical high street arrangement. The centre provides a range of shops and services, many of which serve a much wider area, and therefore the centre would typically fall into the local centre category. There are however, six out-of-centre retail destinations located in close proximity to the local centre area. Out-of-centre retail locations are listed in Table 1 in the Council's Site Allocations Development Plan Document. An important relationship exists between Apsley local centre and the adjoining out of centre retail parks (Sainsbury's, Apsley Mills Retail Park, remainder of Apsley Mills Retail Park, Two Waters Retail Park, and Dunelm and Wickes, London Road). In policy terms, it is considered that there would be scope to elevate Apsley to District Centre status where Apsley local centre is connected, in policy terms, with the adjoining retail parks. If this were the case, Apsley would consist of more than 40 units, would serve a variety of functions, and would serve a similar role in the wider area to other designated District Centres.

- Boxmoor consists of approximately 15 units with a range of shops and services. While on face value the centre could be considered a local centre, the function of the centre is actually more akin to a neighbourhood centre. This is due to the centre being somewhat disconnected – the retail units are dispersed with residential units – and the limited nature of the retail units themselves. The only convenience store is small and serves a small area.

- Maylands is an area of Dacorum Borough that is changing rapidly. The area is presently designated as a local centre – with neighbourhood shopping function. At the heart of the development of this area is the recently completed Maylands Plaza, which provides a mixed use development including residential and 10 retail units. In addition, the Aviva site has permission for a new retail park for 12 class A1 and A3 units with construction to begin

imminently. When considering these recently permitted and completed elements, Maylands would function as a Local Centre. As further developments come forward and the number of units increases to more than 40, Maylands may be further elevated to District Centre status.

Hertsmere Borough

4.67 The adopted Hertsmere Borough lower order retail hierarchy consists of local centres, key neighbourhood parades and neighbourhood parades as identified in the Policies Map document. These centres have been assessed and designated as local and neighbourhood centres. A complete assessment is provided in Appendix J. A summary is provided below.

Figure 4.14 | Hertsmere Borough – Recommended Local and Neighbourhood Centres

Local Centres	Neighbourhood Centres
Leeming Road (Borehamwood)	Harcourt Road (Bushey)
Manor Way (Borehamwood)	Bushey Hall Road (Bushey)
	Cranborne Parade (Potters Bar)
	Elstree Village Centre
	Andrew Close (Shenley)
	Croxdale Road (Borehamwood)
	Hartforde Road (Borehamwood)
	Howard Drive (Borehamwood)
	Rossington Avenue (Borehamwood)
	Aldenham Road (Bushey)
	Bournehall Avenue (Bushey)
	Bushey Mill Lane (Bushey)
	Park Avenue (North Bushey)
	Battlers Green Drive (North Bushey)
	High Street North (Potters Bar)

4.68 The assessment has identified 2 local centres and 15 neighbourhood centres within Hertsmere Borough. A summary and description of some of these centres is provided below.

- Leeming Road, Borehamwood is comprised of approximately 40 retail units. In the adopted Hertsmere Local Plan 2012-2027 policies map the centre is designated as local centre. The local centre is comprised of two shopping parades facing one another. The centre is anchored by Co-operative Foods store and providing a range of convenience and comparison goods shops, retail services and leisure services including food and drinking establishments and independent shops.

- Manor Way, Borehamwood is a local centre comprised of one parade of shops of approximately 20 units. The parade provides a comprehensive offer of convenience and comparison goods, as well as a café and takeaway options, and minor retail services that service the local area. The centre is designated as a local centre in the adopted Local Plan.

- High Street North, Potters Bar, is presently designated as a neighbourhood parade. The centre is made up of three parades of shops that have frontage to High Street, Potters Bar. The area is located to the north of Potters Bar High Street District Centre (as designated in the adopted Local Plan) and would almost be classed as an extension of that district centre. As High Street North consists of approximately 20 units across the three parades, and provides a range of services, it could reasonably be designated as a local centre in this case. However, as the centre does not have a significant convenience goods offer, and is secondary to the larger Potters bar High Street District Centre to the south, the High Street North has been designated as a neighbourhood centre for the purposes of this study.

Three Rivers District

4.69 The adopted Three Rivers lower order retail hierarchy consists of local centres and other local shops as identified in the adopted Three Rivers Local Plan. These centres have been assessed and designated as local and neighbourhood centres. A complete assessment is provided in Appendix J. A summary is provided below.

Figure 4.15 | Three Rivers District – Recommended Local and Neighbourhood Centres

Local Centres	Neighbourhood Centres
Croxley Green (Watford Road) Croxley Green (New Road) Mill End (Money Hill Parade)	2-8 Chalfont Road, Maple Cross 57-63 High Street, Bedmond 61-65 Station Road, Kings Langley 15 Bridge Road and 5 Old Mill Road, Hunton Bridge 17-22 School Mead, Abbots Langley 5-7a and Sherwood News, College Road, Abbots Langley 1-14 Katherine Place, Abbots Langley 41-55 and 295-309 Baldwins Lane, Croxley Green 193-197 Watford Road, Croxley Green 4-12 Scots Hill, 1-3 The Green & 1-4 New Parade, Croxley Green 1-11 Tudor Parade, Mill End 68-82 Church Lane, Mill End 2-28 Main Avenue, Moor Park 10-24 Hallowes Crescent, South Oxhey

	305-317 Prestwick Road, South Oxhey 1-18 The Parade, Delta Gain, Carpenders Park 18-48 Little Oxhey Lane, South Oxhey 46-52 Heronsgate Road, Heronsgate 2-4 Station Approach, Chorleywood Wyatts House and Shell Filling Station, Rickmansworth Road, Chorleywood

4.70 The assessment has identified 3 local centres and 21 neighbourhood centres within Three Rivers District. Some commentary is provided below:

- Watford Road, Croxley Green, New Road, Croxley Green and Money Hill Parade, Mill End are currently designated as local centres, and have been confirmed as local centres in the current assessment. All three provide a comprehensive offer of convenience and comparison retailers, retailer services, leisure services and some financial and business serviced. The centres service the wider area.

- Maple Cross is presently designated as a local centre in the adopted Local Plan. However, as the centre consists of just a small convenience store, post office and takeaway, the assessment has recommended Maple Cross is designated as a neighbourhood centre in the future.

- Sarratt Post Office is presently designated as other local shops. As this centre has just one unit, it is recommended that it is designated in the individual shops in the future.

- The remainder of units are recommended for designation as neighbourhood centres. Neighbourhood centres are not necessarily protected in planning terms, however specific identification for the safeguarding of a neighbourhood centre may be given within the retail hierarchy.

St Albans District

4.71 The adopted St Albans City and District lower order retail hierarchy consists of neighbourhood centres and local centres as identified in the Local Plan document. In this case, the neighbourhood centres are a higher tier than local centres. The adopted centres have been assessed and designated as local and neighbourhood centres based on criteria established for the present Study. A complete assessment is provided in Appendix J. A summary is provided below.

Figure 4.16 | St Albans District – Recommended Local and Neighbourhood Centres

Local Centres	Neighbourhood Centres
Southdown	8-26 High Oaks, St Albans
Redbourn	34-41 Abbey Avenue, St Albans
Wheathampstead	23-39 Vesta Avenue, St Albans
Fleetville	28-38 Abbots Avenue West, St Albans
Verulam Estate	St Brelades Place, St Albans
The Quadrant Marshalswick	2-36 Beech Road, St Albans
London Colney	15-23 Central Drive, St Albans
	38-52 Newhouse Park, St Albans
	399-421 & 444 Hatfield Road, St Albans
	191-205 Cell Barnes Lane, St Albans
	Highfield Local Centre
	381-397 Luton Road, Harpenden
	95-105 Luton Road, Harpenden
	50-54 Westfield Road, Harpenden
	121-125 & 138-146 Lower Luton Road, Harpenden
	103-107 Station Road, Harpenden
	81-97 Old Watford Road, Bricket Wood
	95-127 Oakwood Road, Bricket Wood
	19-27 Blackboy Wood, Bricket Wood
	2A Tippendall lane; 301—305, 337 & 192-204 Watford Road, Chiswell Green
	2-30 How Wood
	69-71, 68-76 & land south of 84 Park Street; 1-2 Park Street Lane, Park Street
	15 & 8-16 High Street, Colney Heath

4.72 The assessment has identified 7 local centres, 23 neighbourhood centres and 3 individual shops within St Albans District. Some commentary is provided below:

- The adopted Local Plan identifies a hierarchy of neighbourhood and local centres. The majority of the adopted neighbourhood centres have been categorised as local centres in

this exercise. Similarly, the majority of adopted local centres have now been categorised as neighbourhood centres. Where there were only one of sometimes two separated retail units in a centre, these have been categorised as individual shops.

- Verulam Estate has been categorised a local centre, despite the fact it has only two retail units. This is because one of those units is a Waitrose store which is an important foodstore within the St Albans area, accounting for 0.81% of main food shopping trips for the whole Study Area.

- 19-23 Sandridge Road, St Albans is designated as a local centre in the adopted Local Plan, however as it is comprised of only one small convenience store there is potential to downgrade this centre the individual shops category.

Watford Borough

4.73 The adopted Watford lower order retail hierarchy consists of neighbourhood centres and local shops as identified in the adopted Core Strategy. In this case, the neighbourhood centres are a higher tier than local shops. The adopted neighbourhood centres and local shops have been assessed and designated as local and neighbourhood centres based on criteria established for the present Study. Some centres have also been assessed as better suited to the individual shops category. A complete assessment is provided in Appendix J. A summary is provided below.

Figure 4.17 | Watford Borough – Recommended Local and Neighbourhood Centres

Local Centres	Neighbourhood Centres
Garston Park Parade	Bushey Arches
Goodwood Parade	The Brow
Longspring	Euston Avenue
Station Area – Langley Road/St Alban's Road	Langley Way
Buckingham Road	Orbital Crescent
Vicarage Road	The Gossamers
Whippendell Road East	Tolpits Lane
	Tudor Avenue
	Villiers Road
	Horseshoe Lane
	Whippendell Road/Ascot Road
	St Johns Road
	North Approach
	Eastbury Road

4.74 The assessment has identified 7 local centres, 14 neighbourhood centres and 5 individual shops within Watford Borough. A summary and description of some of these centres is provided below.

- All of the presently adopted neighbourhood centres have been categorised as local centres in this exercise, with the exception of Bushey Arches which is discussed below. Similarly, the majority of the presently adopted local shops can be easily categorised as neighbourhood centres, however there are five centres that may also be categorised as individual shops rather than neighbourhood centres.

- Bushey Arches presently consists of approximately 12 units and contains a number of vacant units within the centre. It does not have a dominant convenience goods outlet and as such is considered to be better suited to the neighbourhood centre category. However, should revitalisation occur and a convenience goods market emerge the centre may be able to be designated as a local centre in the future.

- Watford Fields, Leavesden Road, St James Road, Harwoods/Hagden Lane and Haines Way are all designated as local centres in the adopted Local Plan. Presently however, these centres are either comprised of multiple stores that are disconnected, or are comprised of only one small convenience store. As such it is recommended that these centres are downgraded to individual shops category. The exception would be if there was a proposal to expand these centres to provide additional retail units in the near future.

Pipeline Developments

4.75 In accordance with the Duty to Cooperate, as prescribed in paragraph 178 of the NPPF, Nexus has collaborated with Officers of the commissioning authorities to contact neighbouring local planning authorities in order to identify future capacity and pipeline schemes within competing centres. The pipeline schemes of interest are those of a nature and scale which could have the effect of consolidating or significantly enhancing their market share, which might in turn have the effect of drawing further trade away from South-West Hertfordshire. In this instance, we consider this to be developments comprising of at least 1,000 sq m of retail or leisure floorspace.

4.76 A number of forthcoming retail and leisure developments, as well as the identified capacity for

additional convenience and comparison floorspace, have been highlighted in the following local authority jurisdictions.

Aylesbury Vale

4.77 The Aylesbury Vale Town Centre Retail Capacity Update (2016) identified retail capacity (up to 2033) for convenience retail up to 6,980 sq m (net) in Aylesbury Town Centre, 29 sq m (net) in Wendover and 328 sq m (net) in Winslow and provides a district wide figure for comparison retail of 29,289 sq m (net).

4.78 There are a number of retail commitments throughout the district including 2,000 sq m (gross) A1 retail floorspace at College Road (16/01040/AOP) and 1,400 sq m (gross) A1 floorspace at Berryfields MDA (3/2386/AOP, 07/03447/AOP) as allocated in the adopted AVLDP. Up to 2,100 sq m (gross) of flexible retail floorspace is proposed at Hampden Fields (16/00424/AOP) and the Royal Mail Sorting Office Site (HELAA site AYL052) proposes 5,000 sq m (gross) of leisure and comparison floorspace. An outline planning application at the Former Civic Centre Site proposes 97 sq m (gross) of retail use and 3,115 sq m (net) of food and beverage units as well as 700 sq m (gross) D1 use (14/01794/AOP). The erection of a 1,424 sq m (net) foodstore is proposed at Land off London Road (16/04496/APP).

4.79 In addition, 14.160 sq m (gross) comparison and 3,540 sq m (gross) of convenience floorspace is allocated at Waterside North within the Aylesbury Town Centre Growth Opportunity Study (2016).

Barnet

4.80 The Town Centre Floorspace Needs Assessment (TCFNA) updated in 2010 outlines global capacity of 2,218 sq m (net) convenience floorspace and 7,046 (net) comparison floorspace across the borough up to 2021.

4.81 Barnet has recently appointed Peter Brett Associates to update the 2010 Study Town Centre Floorspace Needs Assessment which will support the review of Barnet's Local Plan up to 2036.

4.82 The Cricklewood, Brent Cross and West Hendon Regeneration Area Development Framework (adopted 2005) outlines the provision of a new town centre to include 27,000 sq m (gross) of leisure floorspace, 55,000 sq m (gross) comparison retail and 20,000 sq m (gross) of convenience shopping. A reserved matters application was granted in May 2017 to deliver up to 82,325 sq m (gross) of class A1 – A5 floorspace and 14,534 sq m D2 floorspace at the Brent Cross Regeneration Area.

Central Beds

4.83 The Central Bedfordshire Council Retail Study and Addendum (2013) outlines capacity for 15,175 sq m (net) of convenience floorspace across the borough, and 34,575 sq m (net) of comparison goods floorspace by 2031.

4.84 There are no allocations for leisure and retail in either Mid Beds Core Strategy and Site Allocations Document or the South Beds Local Plan.

4.85 Turning to planning applications, a total of 2,000 sq m (gross) retail and 1,500 sq m (gross) leisure floorspace is proposed to support a new local centre (Houghton Regis North 2) and a new retail park at Groveburt Road – 7,269 sq m (Gross) (16/05251). In addition, 1,568 sq m (gross) retail is proposed at the former Co-op site in Houghton Regis (16/03378), 2,326 sq m (gross) A1 retail use at Land West of Barton Road (15/03559) and a mixed use proposal at Marson Park North includes 1,300 sq m (gross) A1 retail (14/02084). In relation to leisure uses, in February 2017 an application to refurbish Dunstable Leisure Centre was approved (including 115 sq m net increase) and a new activity building of 1,152 sq m (gross) D2 use is proposed in Henlow Bridge Lakes (16/01023). In addition, an application for a drive through McDonalds is currently being considered at Stratton Business Park (17/4854).

Chiltern and South Bucks

4.86 The Chiltern and South Bucks Retail and Leisure Study produced by Nexus Planning in 2017 outlines that there are no committed, emerging or extant permissions for new convenience retail floorspace across the combined Districts that could come forward over the next few years. As with convenience capacity modelling, there are no significant comparison goods commitments to take account of in either District.

4.87 The retail study concludes that there is capacity for between 3,200 sq m (net) and 4,400 sq m (net) comparison floorspace by 2026 and between 7,300 (net) and 9,200 sq m (net) convenience floorspace by 2036.

Harrow

4.88 Representatives at Harrow Borough Council identified a number of extant planning applications for retail developments in the borough including a 1,692 sq m (gross) food store at the Anmer Lodge Site

(P/0412/14) and 1,548 sq m (gross) of mixed use floorspace (D1, A1, A2 and A3) at Equitable and Lyon House (P/3118/11). Development has started for both sites. More recently, in 2017, permission was granted (P/0739/17) for the change of use from a retail warehouse club to an indoor climbing centre (2,986 sq m gross). The largest extant permission is for 2,171 sq m (gross) A1 flexible use at the Kodak Site which is likely to be built out over the next three - five years (P/2165/15).

4.89 The Harrow Retail Study Review prepared by NLP in 2009 identifies the opportunity to accommodate additional retail floorspace of up to 51,700 sq m (gross) up to 2020. This includes convenience floorspace of up to 6,740 sq m (net) and comparison floorspace of up to 33,000 sq m (net).

Hillingdon

4.90 A total of 7,366 sq m of leisure and retail floorspace has been granted at the Old Vinyl Factory in two separate planning applications (59872/APP/2012/1838 and 59872/APP/2012/1838), both of which developments have started. In addition, 3,000 sq m of flexible retail floorspace has been granted at St Andrews Park (585/APP/2009/2752). Works are yet to start on the Former Hayes Car Park Site and Imperial House site for which 2,741 sq m and 2554 sq m of A1 retail floorspace has been approved respectively (1942/APP/2015/4127 and 5039/APP/2015/4395). In addition, 22,663 sq m of flexible use floorspace has been approved at the former Nestle Factory (1331/APP/2017/1883) for which S.106 negotiations are ongoing.

4.91 The Town Centre and Retail Study Update (2012) produced for Hillingdon Borough Council updates the 2006 retail study and outlines a borough wide capacity for between 9,647 sq m and 13,781 sq m (net) convenience floorspace by 2026 (none of which should come forward before 2016). The 2012 Study only considered capacity for convenience floorspace.

Luton

4.92 The Luton Retail Study Update (2015) prepared by WYG recommends additional floorspace over the plan period (up to 2031).

4.93 In relation to comparison floorspace, WYG identify capacity for 2,642 sq m (net) and 4,420 sq m (net) of additional comparison retail floorspace to be delivered by 2020, increasing to between 18,057 sq m (net) and 30,096 sq m (net) by 2025, 29,690 sq m (net) and 49,483 sq m (net) by 2030 and between 32,229 sq m (net) and 53,715 sq m (net) by 2031.

4.94 The study identified immediate capacity (2015) to accommodate between 2,402 sq m (net) and 3,393 sq m (net) of new convenience goods floorspace, rising to between 4,446 sq m (net) and 6,279 sq m (net) by 2025, between 4,125 sq m (net) and 5,757 sq m (net) by 2030 and 6,450 sq m (net) and 9,064 sq m (net) by 2031.

4.95 The Power Court Site (Policy LLP9) and Napier Park (Policy LLP8) are both significant brownfield sites allocated for mixed use development (including retail) within the Luton Local Plan. Whilst the plan outlines that Napier Park will have a 'convenience retail led' Neighbourhood Centre, the Power Court Site is allocated for circa 3,393 sq m (net) retail convenience floorspace and will also provide for a proportion of the borough's overall identified comparison floorspace need. Policy LLP11 outlines that the Northern Gateway Site will also deliver a significant amount of retail floorspace.

4.96 The Council's vision for the Northern Gateway Development Site, located between the Mall and Luton Station, includes proposals to accommodate substantial retail and catering at ground floor and mall levels, and an additional anchor/ department store for the town centre with homes above. This is however subject to planning permission.

4.97 An outline planning application for the Power Court Site (16/01400/OUTEIA) has been submitted which, alongside a brand new football stadium, includes an entertainment, music and conference venue (use class D2) of up to 2,700 sq m (gross), up to 2,600 sq m (gross) of other entertainment (use class D1 / D2) floorspace, food and beverage floorspace (uses class A1 – A5) and a foodstore (use class A1) of up to 3,000 sq m (gross).

4.98 In addition, an outline planning application was submitted for a mixed use development at Newlands Road including up to 37,000 sq m (gross) of comparison retail floorspace, up to 300 sq m (gross) convenience floorspace, 8,500 sq m (gross) food and beverage floorspace, up to 16,000 sq m (gross) leisure floorspace and up to 8,500 sq m (gross) of retail and leisure servicing ancillary floorspace.

4.99 Both applications are currently being considered by Luton Borough Council.

4.100 Other extant planning applications of note include the development of land for an A1 retail warehouse and B1/ B2 employment at Dallow Road, Luton - 3,023 sq m gross (14/01304/OUT). An application for the installation of mezzanine floor to provide 2,403 sq m (gross) additional retail floorspace in Asda, Wigmore Lane is currently pending (08/01045/RENEW) and an application to create 2,260 sq m (gross) additional retail floorspace at Madford Retail Park (16/00534/FUL) is approved but works are yet to

commence.

Welwyn Hatfield

4.101 Commitments in Welwyn Hatfield include 1,766 sq m (gross) of retail floorspace at Oldings Corner Retail Park, Hatfield (6/2015/1713/Maj) and a 1,038 sq m (gross) foodstore at Land East of Bessemer Road (6/2016/1058/FULL) which will be occupied by Aldi. An application is currently being considered for 1,194 sq m (gross) retail floorspace at 1 – 9 Town Centre (6/2017/0606/MAJ).

4.102 The Welwyn Hatfield Local Plan, which has recently been submitted to the SoS for examination allocates a site 'Town Centre North' (SADM 19) for around 6,000 sq m (net) of additional comparison retail floorspace in Welwyn Garden City.

4.103 The Retail Needs Study Update 2012 prepared by NLP identifies capacity for 6,000 sq m (net) convenience floorspace up to 2029. However, if a large food store is delivered, capacity will reduce to 3,600 sq m (net) by 2029 due to higher expected sales densities. Capacity for 17,000 sq m (net) comparison floorspace is identified in the Borough up to 2029.

North Hertfordshire

4.104 The North Herts District Council Retail Study (2016) prepared by Nathanial Lichfield and Partners indicates that there is potential for further convenience goods floor space of 6,800 sq m (gross) within the District up to 2026, increasing to 8,600 sq m (gross) by 2031. Urban extensions throughout the Borough, including North Hitchin will contribute to approximately 2,000 sq m (gross) of this floorspace.

4.105 In relation to comparison floorspace, scope for about 13,400 sq m (gross) of additional comparison floorspace up to 2031 is identified in the District as a whole, and this could increase to 22,500 sq m (gross) by 2031. It is considered that at least 3,900 sq m (gross) of this comparison floorspace could be provided within urban extensions in the form of local shopping provision.

5.0 Population and Expenditure

Introduction

5.1 We identify below how we assess the current population and available convenience and comparison retail expenditure within the Study Area, as well as the methodology for forecasting the available expenditure across the plan period. This data has informed our quantitative model of available retail capacity in the Study Area, along with the NEMS Market Research household telephone survey, which we go on to discuss in Section 6.

Study Area

5.2 A key task of this Study was to identify a suitable Study Area. This is the area within which residents of the Districts and beyond might look to the 17 main towns of the combined District's area for their retail and leisure needs. In keeping with general practice, we then sub-divide the overall Study Area into distinct Zones in order to allow for a more detailed analysis of market share patterns.

5.3 We agreed with the four original Councils at our inception meeting that the Study Area would comprise 20 defined Zones. Once St Albans District was later added to the Study, this was expanded to 22 Zones. Figure 5.1 shows the definitions of the survey zones by postal sector, whilst Figure 5.2 shows the geographic extent of the Study Area (also contained at **Appendix A**).

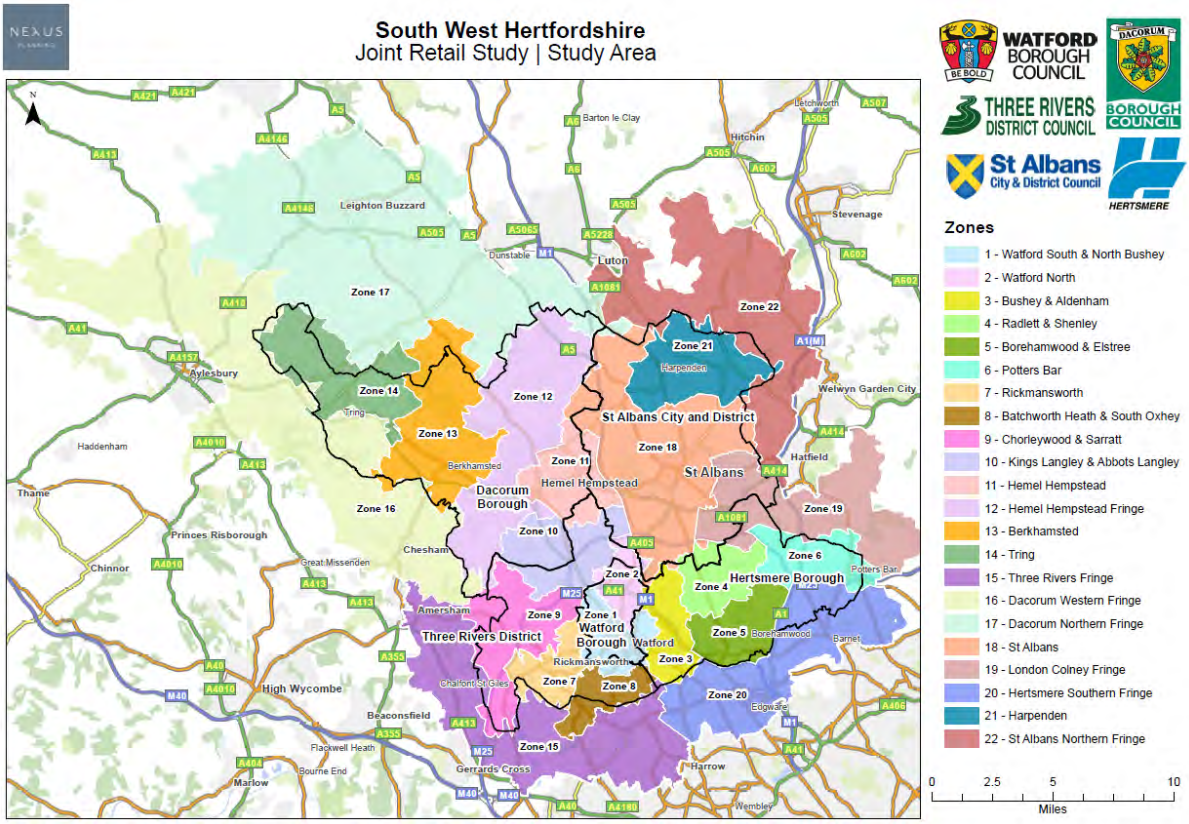
5.4 The Study Area contains all parts of Hertsmere, Three Rivers, Dacorum, Watford and St Albans, as well as a number of areas within adjoining authorities. In particular, Zones 15, 16, 17, 20 and 22 contain a significant population that lies outside the combined Districts. These areas are included so that we can accurately understand any levels of inflow expenditure which might exist.

5.5 In Section 6 that follows, we explain how we treat Zones 1-14, 18, 19 and 21 as the 'Inner Study Area' when modelling certain elements of retail and leisure capacity. Notably, with the subsequent inclusion of St Albans in the Study, we have chosen to include Zone 19 as being *within* the Inner Study Area. Whilst much of the area sits outside of the boundary of St Albans District, the vast majority of both its retail floorspace (Colney Fields Shopping Park) and its population (London Colney and surrounds) sits within it, and so this is justified.

Figure 5.1 | Definitions of Survey Area Zones

Survey Zone	Postcode Sectors
Zone 1 | Watford South	WD17 1, WD17 2, WD17 3, WD17 4, WD18 0, WD18 6, WD18 7, WD18 8, WD19 4, WD23 2, WD99 1
Zone 2 | Watford North	WD24 4, WD24 5, WD24 6, WD24 7, WD25 0, WD25 7, WD25 9
Zone 3 | Bushey & Aldenham	WD23 1, WD23 3, WD23 4, WD25 8
Zone 4 | Radlett & Shenley	WD7 7, WD7 8, WD7 9
Zone 5 | Borehamwood & Elstree	WD6 1, WD6 2, WD6 3, WD6 4, WD6 5
Zone 6 | Potters Bar	EN6 2, EN6 3, EN6 5
Zone 7 | Rickmansworth	WD3 1, WD3 3, WD3 7, WD3 8, WD18 9
Zone 8 | Batchworth Heath & South Oxhey	HA6 2, HA6 3, WD19 5, WD19 6, WD19 7
Zone 9 | Chorleywood & Sarratt	WD3 4, WD3 5, WD3 6, WD3 9
Zone 10 | Kings Langley & Abbots Langley	WD4 8, WD4 9, WD5 0
Zone 11 | Hemel Hempstead	HP1 1, HP2 4, HP2 5, HP2 7, HP3 8, HP3 9
Zone 12 | Hemel Hempstead Fringe	AL3 8, HP1 2, HP1 3, HP2 6, HP3 0
Zone 13 | Berkhamsted	HP4 1, HP4 2, HP4 3
Zone 14 | Tring	HP23 4, HP23 5
Zone 15 | Three Rivers Fringe	HA1 1, HA1 4, HA2 0, HA2 6, HA2 7, HA2 9, HA4 7, HA4 8, HA4 9, HA5 1, HA5 2, HA5 3, HA5 4, HA5 5, HA6 1, HA6 6, HA7 9, HA8 4, SL9 0, SL9 9, UB9 5, UB9 6
Zone 16 | Dacorum Western Fringe	HP5 1, HP5 2, HP5 3, HP22 4, HP22 5, HP23 6
Zone 17 | Dacorum Northern Fringe	LU1 4, LU6 1, LU6 2, LU6 3, LU7 0, LU7 1, LU7 2, LU7 3, LU7 4, LU7 9
Zone 18 | St Albans	AL1 1, AL1 2, AL1 3, AL1 4, AL1 5, AL2 2, AL2 3, AL3 4, AL3 5, AL3 6, AL3 7, AL4 9, AL5 3
Zone 19 | London Colney Fringe	AL2 1, AL4 0, AL9 6, AL9 7, EN6 4
Zone 20 | Hertsmere Southern Fringe	EN4 0, EN4 9, EN5 2, EN5 3, EN5 4, EN5 5, HA3 5, HA3 6, HA3 7, HA7 1, HA7 2, HA7 3, HA7 4, HA8 0, HA8 5, HA8 6, HA8 7, HA8 8, HA8 9, NW7 3, NW7 4
Zone 21 | Harpenden	AL4 8, AL5 1, AL5 2, AL5 4, AL5 5
Zone 22 | St Albans Northern Fringe	AL6 9, AL8 7, AL10 9, SG4 8, LU1 3, LU2 9

Figure 5.2 | Survey Area Zones



Study Area Population

5.6 Having defined an appropriate Study Area, we then extrapolate 2016 population data for each Zone using Experian census software (Micromarketer G3). This data is based on the latest mid-year estimates for the postcode sector geography of the Study Area (2017).

Development Scenarios

5.7 In keeping with our Brief, we then grow the population projections year on year using local authority estimates. We are asked by the authority to model four scenarios as set out in Figure 5.3.

Figure 5.3 | Population Forecast Scenarios (Dwellings per Annum, 2016-2036)

Authority Area	'Scenario 1' Strategic Housing Market Assessment	'Scenario 2' Capped up to date Local Plan (Govt published)	'Scenario 3' Capped out of date LP based on 10 year 2016-2026 projected growth	'Scenario 4' Capped out of date LP based on new Local Plan period projected growth (to 2036)
Dacorum	756	602	980	1096
Hertsmere	599	372	700	700
Three Rivers	514	252	560	630
Watford	577	364	840	770
St Albans	639	504	980	875
Total	**3,085**	**2,094**	**4,060**	**4,071**

5.8 The Councils have asked us to model population forecasting on an authority-wide basis, with annualised figures through until 2036. For those Zones whose population sits largely outside the Districts (i.e. Zones outside the 'Inner Study Area'), we have utilised Experian projections through until 2036. An explanatory note for the population data is contained at **Appendix G.**

Population Forecasts

5.9 Applied to the Experian base data figures for 2016, we present our population forecasts on a Zone-by-Zone basis in Figure 5.4 below. The range of forecasting sees a 13.2% differential between the minimum forecast population for the Inner Study Area at 2036 of 718,932 ('Scenario 2') and the maximum forecast population at 2036 of 813,828 ('Scenario 4').

Figure 5.4 | Population across the Study Area under each Scenario

'Scenario 1'	2017	2021	2026	2031	2036
Zone 1 | Watford South	63,394	66,443	70,254	74,065	77,876
Zone 2 | Watford North	51,786	54,276	57,389	60,502	63,615
Zone 3 | Bushey & Aldenham	20,775	21,971	23,465	24,960	26,454
Zone 4 | Radlett & Shenley	13,407	14,179	15,143	16,108	17,072
Zone 5 | Borehamwood & Elstree	40,388	42,713	45,618	48,524	51,429
Zone 6 | Potters Bar	25,344	26,802	28,626	30,449	32,272
Zone 7 | Rickmansworth	27,275	28,607	30,271	31,936	33,600
Zone 8 | Batchworth Heath & S Oxhey	33,509	35,145	37,190	39,235	41,280
Zone 9 | Chorleywood & Sarratt	16,270	17,064	18,057	19,050	20,043
Zone 10 | Kings Langley & Abbots Langley	24,014	25,187	26,652	28,118	29,583
Zone 11 | Hemel Hempstead	66,826	70,175	74,361	78,547	82,733
Zone 12 | Hemel Hempstead Fringe	38,091	40,000	42,386	44,772	47,158
Zone 13 | Berkhamsted	25,298	26,566	28,150	29,735	31,320
Zone 14 | Tring	14,609	15,341	16,256	17,171	18,087
Zone 18 | St Albans	95,559	99,115	103,560	108,006	112,451
Zone 19 | London Colney Fringe	35,163	36,472	38,107	39,743	41,379
Zone 21 | Harpenden	34,116	35,386	36,973	38,560	40,147
Inner Study Area sub-total	**625,824**	**655,440**	**692,460**	**728,460**	**766,500**
Zone 15 | Three Rivers Fringe	201,793	209,921	218,799	226,809	233,987
Zone 16 | Dacorum Western Fringe	50,286	51,866	53,772	55,511	57,159
Zone 17 | Dacorum Northern Fringe	98,752	104,129	110,301	115,553	120,278
Zone 20 | Hertsmere Southern Fringe	200,121	209,670	220,104	229,504	238,385
Zone 22 | St Albans Northern Fringe	62,274	65,108	68,438	71,558	74,218
Study Area Total	**1,239,050**	**1,296,134**	**1,363,874**	**1,428,415**	**1,490,527**

'Scenario 2'	2017	2021	2026	2031	2036
Zone 1 | Watford South	63,113	65,036	67,440	69,844	72,248
Zone 2 | Watford North	51,556	53,127	55,091	57,055	59,019
Zone 3 | Bushey & Aldenham	20,662	21,404	22,332	23,261	24,189
Zone 4 | Radlett & Shenley	13,334	13,813	14,412	15,011	15,610
Zone 5 | Borehamwood & Elstree	40,168	41,611	43,416	45,220	47,025
Zone 6 | Potters Bar	25,205	26,111	27,244	28,376	29,508
Zone 7 | Rickmansworth	27,105	27,758	28,574	29,390	30,206
Zone 8 | Batchworth Heath & S Oxhey	33,301	34,103	35,105	36,108	37,110
Zone 9 | Chorleywood & Sarratt	16,168	16,558	17,045	17,531	18,018
Zone 10 | Kings Langley & Abbots Langley	23,865	24,440	25,158	25,877	26,595
Zone 11 | Hemel Hempstead	66,656	69,322	72,656	75,989	79,322
Zone 12 | Hemel Hempstead Fringe	37,994	39,514	41,414	43,314	45,214
Zone 13 | Berkhamsted	25,233	26,243	27,505	28,767	30,029
Zone 14 | Tring	14,572	15,155	15,883	16,612	17,341
Zone 18 | St Albans	95,371	98,176	101,682	105,188	108,694
Zone 19 | London Colney Fringe	35,094	36,126	37,416	38,706	39,997
Zone 21 | Harpenden	34,049	35,051	36,302	37,554	38,806
Inner Study Area sub-total	**623,446**	**643,548**	**668,676**	**693,804**	**718,932**
Zone 15 | Three Rivers Fringe	201,793	209,921	218,799	226,809	233,987
Zone 16 | Dacorum Western Fringe	50,286	51,866	53,772	55,511	57,159
Zone 17 | Dacorum Northern Fringe	98,752	104,129	110,301	115,553	120,278
Zone 20 | Hertsmere Southern Fringe	200,121	209,670	220,104	229,504	238,385
Zone 22 | St Albans Northern Fringe	62,274	65,108	68,438	71,558	74,218
Study Area Total	**1,236,672**	**1,284,242**	**1,340,090**	**1,392,739**	**1,442,959**

'Scenario 3'	2017	2021	2026	2031	2036
Zone 1 | Watford South	63,742	68,180	73,728	79,276	84,824
Zone 2 | Watford North	52,069	55,695	60,227	64,759	69,291
Zone 3 | Bushey & Aldenham	20,825	22,223	23,969	25,716	27,462
Zone 4 | Radlett & Shenley	13,439	14,341	15,468	16,595	17,723
Zone 5 | Borehamwood & Elstree	40,486	43,203	46,598	49,994	53,389
Zone 6 | Potters Bar	25,405	27,110	29,240	31,371	33,502
Zone 7 | Rickmansworth	27,305	28,756	30,569	32,383	34,196
Zone 8 | Batchworth Heath & S Oxhey	33,546	35,328	37,556	39,784	42,012
Zone 9 | Chorleywood & Sarratt	16,287	17,153	18,235	19,316	20,398
Zone 10 | Kings Langley & Abbots Langley	24,040	25,318	26,914	28,511	30,108
Zone 11 | Hemel Hempstead	67,074	71,415	76,842	82,268	87,695
Zone 12 | Hemel Hempstead Fringe	38,233	40,707	43,800	46,893	49,986
Zone 13 | Berkhamsted	25,392	27,035	29,089	31,144	33,198
Zone 14 | Tring	14,663	15,612	16,799	17,985	19,171
Zone 18 | St Albans	96,033	101,487	108,305	115,122	121,940
Zone 19 | London Colney Fringe	35,338	37,345	39,853	42,362	44,871
Zone 21 | Harpenden	34,286	36,233	38,667	41,101	43,535
Inner Study Area sub-total	**628,164**	**667,140**	**715,860**	**762,580**	**813,300**
Zone 15 | Three Rivers Fringe	201,793	209,921	218,799	226,809	233,987
Zone 16 | Dacorum Western Fringe	50,286	51,866	53,772	55,511	57,159
Zone 17 | Dacorum Northern Fringe	98,752	104,129	110,301	115,553	120,278
Zone 20 | Hertsmere Southern Fringe	200,121	209,670	220,104	229,504	238,385
Zone 22 | St Albans Northern Fringe	62,274	65,108	68,438	71,558	74,218
Study Area Total	**1,241,390**	**1,307,834**	**1,387,274**	**1,463,515**	**1,537,327**

'Scenario 4'	2017	2021	2026	2031	2036
Zone 1 | Watford South	63,649	67,718	72,803	77,889	82,975
Zone 2 | Watford North	51,994	55,317	59,472	63,626	67,780
Zone 3 | Bushey & Aldenham	20,825	22,223	23,969	25,716	27,462
Zone 4 | Radlett & Shenley	13,439	14,341	15,468	16,595	17,723
Zone 5 | Borehamwood & Elstree	40,486	43,203	46,598	49,994	53,389
Zone 6 | Potters Bar	25,405	27,110	29,240	31,371	33,502
Zone 7 | Rickmansworth	27,350	28,982	31,022	33,063	35,103
Zone 8 | Batchworth Heath & S Oxhey	33,601	35,607	38,113	40,620	43,126
Zone 9 | Chorleywood & Sarratt	16,314	17,288	18,505	19,722	20,939
Zone 10 | Kings Langley & Abbots Langley	24,080	25,517	27,314	29,110	30,906
Zone 11 | Hemel Hempstead	67,203	72,058	78,126	84,195	90,264
Zone 12 | Hemel Hempstead Fringe	38,306	41,073	44,532	47,992	51,451
Zone 13 | Berkhamsted	25,440	27,278	29,576	31,873	34,171
Zone 14 | Tring	14,691	15,753	17,079	18,406	19,733
Zone 18 | St Albans	95,887	100,757	106,844	112,931	119,018
Zone 19 | London Colney Fringe	35,284	37,076	39,316	41,556	43,795
Zone 21 | Harpenden	34,234	35,972	38,145	40,319	42,492
Inner Study Area sub-total	**628,190**	**667,272**	**716,124**	**764,976**	**813,828**
Zone 15 | Three Rivers Fringe	201,793	209,921	218,799	226,809	233,987
Zone 16 | Dacorum Western Fringe	50,286	51,866	53,772	55,511	57,159
Zone 17 | Dacorum Northern Fringe	98,752	104,129	110,301	115,553	120,278
Zone 20 | Hertsmere Southern Fringe	200,121	209,670	220,104	229,504	238,385
Zone 22 | St Albans Northern Fringe	62,274	65,108	68,438	71,558	74,218
Study Area Total	**1,241,416**	**1,307,966**	**1,387,538**	**1,463,911**	**1,537,855**

Retail Expenditure Forecasts

5.10 Retail expenditure data (in the form of convenience and comparison goods expenditure per capita) has been sourced from the in-house Experian Micromarketer G3 system.

5.11 The data takes account of the socio-economic characteristics of the local population to provide local consumer expenditure calculations. Experian is a robust source of population and expenditure data that is widely used for calculating retail capacity across the industry.

5.12 Expenditure data from Experian is provided in 2016 prices (as is every subsequent monetary value) and has been projected forward using per capita growth forecasts derived from the latest Experian Planner Briefing Note 15 (December 2017).

5.13 As identified in Figure 5.5 below, Experian forecasts suggest that convenience goods expenditure will fall in 2018, and again in 2019, as a result of a trend towards more price conscious shopping patterns and the growth of high street discounters such as Lidl and Aldi, as discussed in further detail in Section 2. Growth is not now anticipated in the convenience goods sector until 2020, and even then forecasts are very conservative at 0.1% growth per annum over the period 2020-2036.

5.14 Comparison expenditure is shown to have risen by 2.3% in 2017, before levelling off to 0.9% in 2018 and 2.1% in 2019. Experian then forecast a steady growth of 3.2% per annum over the period 2020-2036, as comparison retailers incorporate newer technologies, innovations and formats (including 'click and collect') in order to respond to the increasing competition from internet shopping.

5.15 Experian note that long-term forecasts should be treated with caution and subject to regular reviews, given the wide range of factors that can influence the broader national economy. These forecasts relate only to the growth in expenditure at 'bricks and mortar' premises. We deal separately with the internet (or special forms of trading) below.

Figure 5.5 | Experian Retail Expenditure Forecasts

Year	Convenience growth rates	Comparison growth rates
2017	0.0%	2.3%
2018	-0.6%	0.9%
2019	-0.2%	2.1%
2020	0.1%	3.2%
2021	0.1%	3.2%
2022	0.1%	3.2%
2023	0.1%	3.2%
2024	0.1%	3.2%
2025	0.1%	3.2%
2026	0.1%	3.2%
2027	0.1%	3.2%
2028	0.1%	3.2%
2029	0.1%	3.2%
2030	0.1%	3.2%
2031	0.1%	3.2%
2032	0.1%	3.2%
2033	0.1%	3.2%
2034	0.1%	3.2%
2035	0.1%	3.2%
2036	0.1%	3.2%

Source: Table 1a, Experian Retail Planner Briefing Note 15, December 2017. Figure for 2036 follows trend data.

Non-Store Retailing or Special Forms of Trading

5.16 Special forms of trading (SFT) are defined by Experian as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies and are discussed in detail in 'Growth in E-Tailing (or E-Commerce)' in Section 2.

5.17 Experian Retail Planner Briefing Note 15 (December 2017) provides estimated forecasts of internet and other SFT, which allows for us to 'strip out' any expenditure that survey respondents suggest is made by SFT and instead utilise Experian's forecasts. This ensures that the proportion of SFT accounted for in our modelling increases in line with Experian forecasts, as opposed to remaining constant.

5.18 Many stores offer online sales, but source goods from regular stores' stock, as is often the case for foodstores where employees will pick online orders from stores' shelves before, during or after opening hours. These orders are then delivered by dedicated vans at each store and as such, the online expenditure is attributed to tangible stores. Experian provides 'adjusted' figures, cited below at Figure

5.6, which make an allowance for these online sales derived from individual stores to ensure that the expenditure is counted as 'available' spend within the Study Area.

Figure 5.6 | 'Adjusted' Special Forms of Trading Market Share Forecasts

Year	Adjusted Convenience SFT	Adjusted Comparison SFT
2017	3.2%	14.8%
2021	3.9%	16.9%
2026	4.6%	17.5%
2031	5.1%	17.8%
2036	5.3%	18.0%

Source: Appendix 3, Experian Retail Planner Briefing Note 15, December 2017. Figure for 2036 follows trends data.

Convenience Goods Expenditure

5.19 We project forward available expenditure per capita and population growth for each survey zone in 2017, 2021, 2026, 2031 and 2036, in order to estimate the total available convenience and comparison goods expenditure under each Scenario.

Figure 5.7 | Total Available Convenience Goods Expenditure by Scenario

Scenario	Area	2017	2021	2026	2031	2036	Growth 2017-2036
Scenario 1	Inner Study Area	£1,335.1m	£1,400.4m	£1,475.9m	£1,554.2m	£1,637.6m	**£282.5m**
	Whole Study Area	£2,587.1m	£2,670.5m	£2,803.8m	£2,936.2m	£3,073.4m	**£486.3m**
Scenario 2	Inner Study Area	£1,350.0m	£1,375.0m	£1,425.3m	£1,478.4m	£1,536.3m	**£186.4m**
	Whole Study Area	£2,581.9m	£2,645.1m	£2,753.3m	£2,860.5m	£2,972.1m	**£390.1m**
Scenario 3	Inner Study Area	£1,360.1m	£1,425.1m	£1,525.3m	£1,628.3m	£1,736.8m	**£376.7m**
	Whole Study Area	£2,592.1m	£2,685.2m	£2,853.3m	£3,010.4m	£3,172.5m	**£580.4m**
Scenario 4	Inner Study Area	£1,360.2m	£1,425.6m	£1,526.3m	£1,629.8m	£1,738.8m	**£378.5m**
	Whole Study Area	£2,592.2m	£2,695.7m	£2,854.2m	£3,011.8m	£3,174.5m	**£582.3m**

Source: Table 2a, Appendix E.

5.20 As identified in Figure 5.7 above, we consider both the expenditure generated by residents of the Inner Study Area and the Whole Study Area. Scenario 2 has the lowest growth forecasts, with convenience goods spend increasing by £186.4m/£390.1m over the period 2017-2036, whilst Scenario 4 has the highest growth with spend increasing by £378.5m/£582.3m over the same period.

5.21 For the purpose of the Study this total available convenience expenditure is split across two sub-categories, with a Study Area average of 81.6% of spending attributed to main food shopping trips and 18.4% attributed to 'top-up' shopping trips (as derived from Questions 9 and 15 of the NEMS Household Survey on a zone by zone basis).

Comparison Goods Expenditure

5.22 Experian provides comparison goods expenditure divided into eight sub-categories to allow for more detailed investigations of available expenditure. Bulky goods categories include 'DIY', 'Electrical' and 'Furniture', while non-bulky goods are made up of 'Books, CDs and DVDs', 'Chemist Goods', 'Clothing & Footwear', 'Small Household Goods' and 'Toys and Recreational Goods'.

Figure 5.8 | Total Available Comparison Goods Expenditure by Scenario

Scenario	Area	2017	2021	2026	2031	2036	Growth 2017-2036
Scenario 1	Inner Study Area	£2,184.9m	£2,448.3m	£2,997.2m	£3,670.5m	£4,496.3m	**£2,311.3m**
	Whole Study Area	£4,144.3m	£4,638.5m	£5,612.9m	£6,791.5m	£8,219.8m	**£4,075.5m**
Scenario 2	Inner Study Area	£2,176.7m	£2,404.0m	£2,896.0m	£3,494.5m	£4,222.7m	**£2,046.1m**
	Whole Study Area	£4,136.0m	£4,594.3m	£5,511.6m	£6,615.4m	£7,946.2m	**£3,810.2m**
Scenario 3	Inner Study Area	£2,193.0m	£2,491.4m	£3,093.3m	£3,836.1m	£4,752.4m	**£2,559.4m**
	Whole Study Area	£4,152.4m	£4,681.7m	£5,709.0m	£6,957.1m	£8,475.9m	**£4,323.5m**
Scenario 4	Inner Study Area	£2,193.1m	£2,492.1m	£3,096.3m	£3,842.0m	£4,762.2m	**£2,569.0m**
	Whole Study Area	£4,152.5m	£4,682.4m	£5,711.9m	£6,963.0m	£8,485.7m	**£4,333.2m**

Source: Table 8, Appendix E.

5.23 Applying the increases in population and comparison goods expenditure per capita, Figure 5.8 above estimates that the Inner Study Area will experience increases in spend of between £2,046.1m and £2,569.0m over the period 2017-2036, and the Whole Study Area of between £3,810.2m and £4,333.2m over the same period.

Summary

5.24 The base data established in this section is now utilised, in conjunction with our analysis of the market shares of retailers across the Study Area in Section 6, to inform our subsequent analysis of retail expenditure capacity in Section 7.

6.0 Original Market Research

Introduction

6.1 Nexus has partnered with specialist consultancy NEMS Market Research Ltd in order to identify shopping and leisure patterns, preferences and trends through a comprehensive household telephone survey of residents across the Study Area. This data provides the underlying structure of our quantitative retail capacity modelling, which is used to calculate the capacity for new retail floorspace across the Study Area over the plan period.

6.2 NEMS has gathered empirical evidence through undertaking a household telephone survey of 2,000 households in December 2017. When St Albans was added into the Study in February 2018, this was supplemented by the survey of an additional 200 households, bringing the total number of households surveyed to 2,200[39]. The Survey Area is described previously in Section 5.

6.3 There are potential limitations with such datasets, which are restricted by the number of surveys that can be carried out across the Study Area, as well as the length of the household questionnaire itself. In order to minimalize any statistical error, the results of the survey are weighted according to the population profile in each zone, as set out in **Appendix D**. As such, the NEMS results provide a broad, representative indication of the market shares of retail and leisure destinations across the Study Area.

6.4 The market share for leisure facilities is described separately in Section 8, where those qualitative findings are tied into our quantitative capacity analysis. This section, and following Section 7, therefore concentrate fully on analysis of the retail element of this Study.

Household Telephone Survey

6.5 The shopping patterns indicated by the household survey provide the basis of the calculations of the retail expenditure at each retail destination. We divide the percentage market share of each destination into the total available expenditure for the Study Area (as discussed in Section 5).

[39] 100 households in Zone 18 (St Albans) were surveyed in the December 2017 survey, and then a replacement 100 households in Zone 18 were surveyed in the February 2018 survey. This was to ensure that qualitative questions relating to St Albans and Harpenden were properly captured in a comparable way to all of centres of the Inner Study Area.

6.6 A limitation of the household survey is that the results may underestimate trade to smaller centres and retail facilities. In order to counter this, we ask respondents for the destination they 'last' made a purchase, in order to record more infrequent purchases and impulse shopping, which is more likely to be at smaller centres and stand-alone stores.

6.7 The household survey also provides details of linked trips between various destinations, the use of other town centre facilities, the most popular means of travel to each centre and the frequency of visits. The full tabulations of the results of the household telephone survey are provided at **Appendix D**.

6.8 As previously described, the Study Area goes beyond the boundaries of the combined Districts. In our discussion below, we have therefore identified an 'Inner Study Area' as a best-fit of the majority of the population the five Districts. This is defined as Zones 1-2 (Watford Borough), Zones 3-6 (Hertsmere Borough), Zones 7-10 (Three Rivers District), Zones 11-14 (Dacorum Borough) and Zones 18, 19 and 21 (St Albans District). In these Zones, we would expect a significant proportion of the resident population to look towards towns of the South West Hertfordshire Authorities for their convenience goods retailing in particular (the category carried out closest to home), followed by comparison goods shopping and leisure activities, for which residents are usually prepared to travel farther afield.

Market Shares - Scenarios

6.9 For the purposes of the ensuing market share analysis, we discuss all monetary figures under 'Scenario 1' only. This is in order not to over-complicate the analysis by examining minor differences in turnover under all 4 scenarios. The equivalent figures under each scenario are though presented in full at **Appendix E**, and we do fully go on to examine the consequential capacity projections under each scenario in Section 7, as well as under the recommendations which comprise Section 9.

Convenience Goods

6.10 In overall terms, Figure 6.1 shows that residents of the Study Area spread their convenience goods shopping across a wide range of stores and centres, with a number of 'big 4' stores competing for similar market shares. Over half of all spending by residents of the Study Area is carried out within the Inner Study Area (53.2%), with the rest of the Study Area accounting for 31.8%, and stores outside the Study Area accounting for 15.0% of spending.

Figure 6.1 | Convenience Goods - Study Area Market Share by Store

Destination	Market Share	Turnover
Tesco Extra, Watford	3.2%	£82.6m
Tesco, Borehamwood	2.9%	£75.5m
Asda, Watford	2.9%	£74.4m
Sainsbury's, London Rd, Hemel	2.8%	£73.1m
Morrisons, St Albans	2.5%	£65.8m
Tesco, Jarman Way, Hemel	2.4%	£63.2m
Waitrose, Berkhamsted	2.1%	£53.5m
Sainsbury's, Cow Lane, Watford	2.0%	£52.8m
Sainsbury's, St Albans	2.0%	£52.7m
Tesco, Tring	1.9%	£49.1m
Morrisons, Watford	1.7%	£44.8m
Sainsbury's, London Colney	1.7%	£44.4m[40]
Sainsbury's, Harpenden	1.7%	£44.2m
Others	23.4%	£599.6m
Inner Area sub-total	53.2%	£1,375.7m
Others in the Study Area	31.8%	£822.9m
Study Area sub-total	85.0%	£2,198.6m
Others outside the Study Area	15.0%	£388.5m
Total	100.0%	£2,587.1m

Source: Appendix E, Tables 3 and 4

6.11 Turning to consider the Inner Study Area in isolation, it is apparent that the combined turnover of all convenience goods facilities within the Inner Study Area (£1,375.7m, Table 5) actually exceeds the combined spending power of all residents within the Inner Study Area (£1,355.1m, Table 2a). This means that the Inner Study Area is a net importer of convenience goods trade i.e. that Inner Study Area residents spending, coupled with inflows of trade from residents beyond the Inner Study Area, exceeds any leakage of trade of Inner Study Area residents to destinations elsewhere. Based on our experience elsewhere, this is a healthy level of retention and suggests that the five authority areas combined are, on the whole, self-sufficient for convenience goods spending.

6.12 Breaking this down further, we are able to examine the market share of the five authority areas in isolation. We summarise this in Figure 6.2 below. The results show that Dacorum, Watford and St Albans have more dominant market shares, reflective of centres within those areas being higher in the retail hierarchy (principally Hemel Hempstead, Watford and St Albans).

[40] We assume in Table 5 at Appendix E that this store also benefits from an inflow of trade from beyond the Study Area, taking its overall convenience turnover to £66.6m.

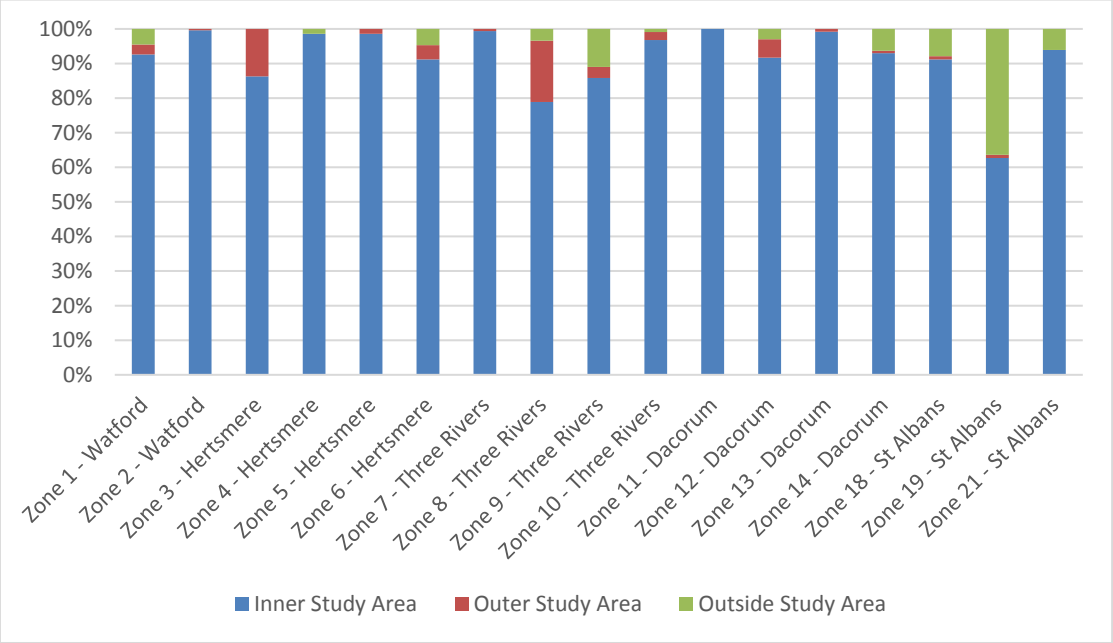
Figure 6.2 | Convenience Goods – Inner Study Area Market Share by Area

Destination	Market Share	Turnover
Dacorum Borough	28.3%	£389.4m
Watford Borough	23.2%	£319.2m
St Albans District	23.2%	£319.1m
Hertsmere Borough	14.5%	£199.3m
Three Rivers District	10.8%	£148.7m
Inner Area sub-total	**100.0%**	**£1,375.7m**

Source: Appendix E, Table 4

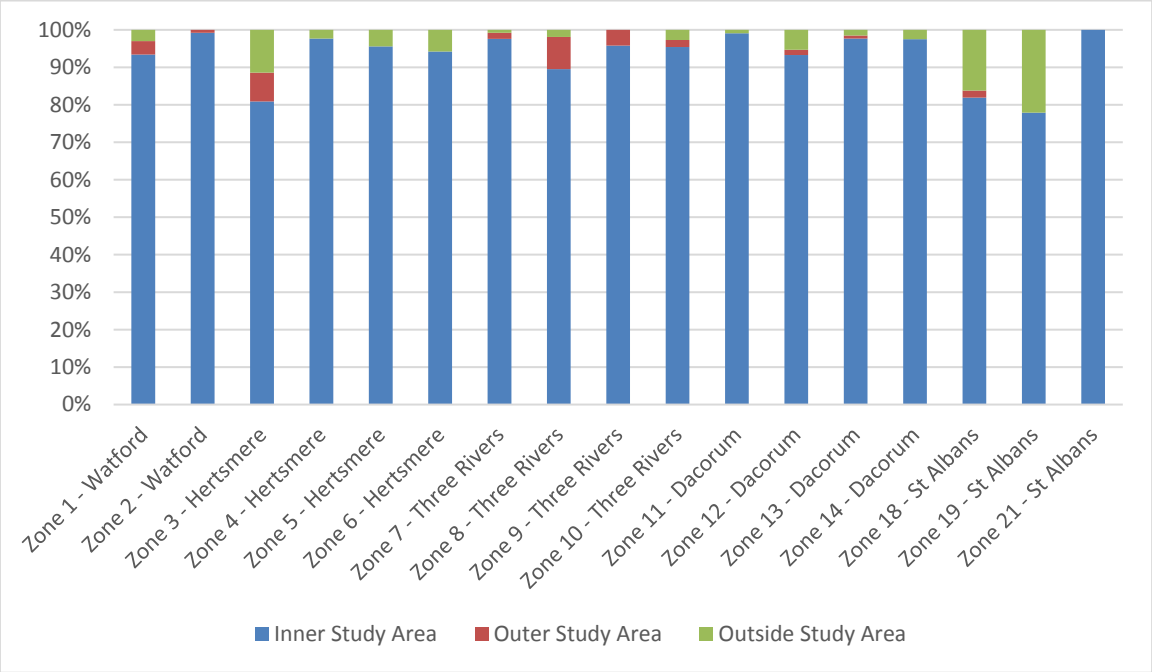
6.13 We are also able to examine the degree of self-sufficiency within each authority area. Figure 6.3 below examines the amount of main food spending retained within each Zone. The results show that the highest levels of expenditure retention are in Watford and Dacorum, with greater levels of leakage from parts of St Albans, Hertsmere and Three Rivers. Most pronounced is the leakage of trade out of Zone 19 (London Colney Fringe; 37%), Zone 8 (Batchworth Heath & South Oxhey; 21%), Zone 9 (Chorleywood & Sarratt; 14%) and Zone 3 (Bushey & Aldenham; 14%). In each case though, this is in part likely to be due to the more peripheral nature of these Zones to the Inner Study Area. It would be expected that a certain proportion of the resident population would travel to other nearby foodstore destinations, perhaps linked to places of work.

Figure 6.3 | Convenience Goods – Main Food Spending



6.14 Turning to a comparable analysis of top-up food shopping, Figure 6.4 identifies that there is an overall healthy picture of retention within all zones. It is expected that the majority of top-up food shopping is carried out close to home, and the results show this to be the case. Again, Zone 3 in Hertsmere and Zones 18 and 19 in St Albans show the largest amount of spend leaking beyond their immediate area, though at levels of c20%, this is not overly concerning. To some extent, as with main food shopping, this may be attributable to residents working in larger towns outside the immediate area, and picking up their top-up food shopping before, during or after work.

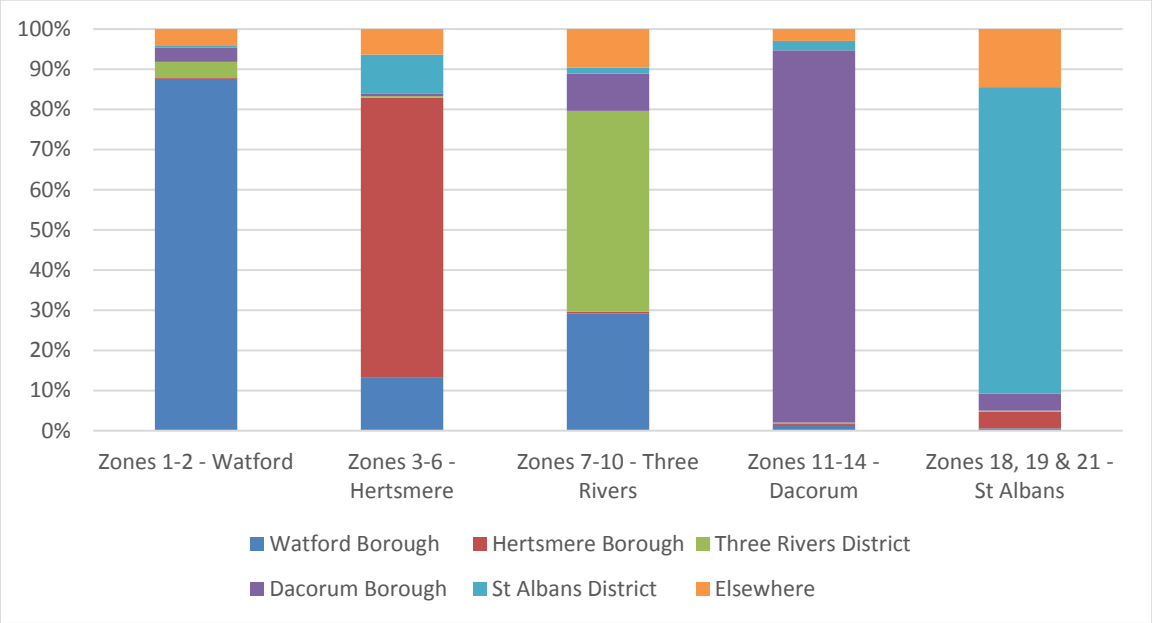
Figure 6.4 | Convenience Goods – Top-up Food Spending



6.15 Finally, we examine the inter-relationship between the 4 authority areas. In Figure 6.5 below, we consider the proportion of spending carried out by residents of each authority area in other authority areas. The results show that residents of Dacorum and Watford are the most likely to spend within their own area, with very little trade exported to any of the other four authority areas. Residents in Dacorum carry out 93% of their convenience goods spend in Dacorum itself. The equivalent figure in Watford is 88%.

6.16 Convenience goods spend in St Albans, Hertsmere and Three Rivers is more widely distributed. Residents in St Albans carry out 76% of their convenience goods spending in St Albans District itself, with the majority of the 'leakage' flowing outside the Study Area to places such as Hatfield and Luton. Hertsmere residents carry out 70% of their convenience goods spending in Hertsmere itself, and export 13% of their custom to stores in Watford, as well as 10% to St Albans. Meanwhile trade is even more widely dispersed in Three Rivers, with only 50% of residents carrying out their convenience goods shopping in Three Rivers itself, with 29% exported to Watford, 10% outside the Study Area and 9% to Dacorum.

Figure 6.5 | Convenience Goods – Residents Spend per Local Authority Area



Comparison Goods

6.17 Turning to consider comparison goods, we examine market shares across the range of categories defined by Experian. These eight categories cover all ranges of bulky and non-bulky items. The full results of our market shares analysis are set out at Tables 7-26 of **Appendix E**.

6.18 To begin with, we look at the overall comparison goods spend by location in Figure 6.6. The results show that destinations in the Inner Study Area account for 51.2% of the spending of all Study Area residents (£2,121.3m per annum). Watford Town Centre has by far the largest market share (21.1% or £873.8m), with Hemel Hempstead Town Centre the second most popular destination (6.0% or

£248.5m), closely followed by St Albans City Centre (5.6% or £231.7m). After that, a number of out-of-centre retail parks around Watford, Hemel Hempstead and St Albans feature significantly in the market share assessment.

6.19 Beyond the Inner Study Area, a number of peripheral large shopping destinations such as Welwyn Garden City, Milton Keynes, Harrow and Central London feature prominently in terms of market share attraction.

Figure 6.6 | Comparison Goods - Study Area Market Share

Destination	Market Share	Turnover
Watford Town Centre	21.1%	£873.8m
Hemel Hempstead Town Centre	6.0%	£248.5m
St Albans City Centre	5.6%	£231.7m
Apsley Mills RP, Hemel Hempstead	2.7%	£112.6m
Colney Fields Shopping Park	2.7%	£112.2m
Watford Arches RP, Watford	2.4%	£98.8m
Borehamwood Town Centre	1.7%	£69.9m
Waterfields RP, Watford	1.4%	£56.0m
Berkhamsted Town Centre	1.1%	£45.7m
Abbey View RP, St Albans	0.8%	£31.9m
Harpenden Town Centre	0.7%	£27.9m
Potters Bar Town Centre	0.5%	£22.4m
Colne Valley RP, Watford	0.5%	£19.7m
Tring Town Centre	0.4%	£17.6m
Rickmansworth Town Centre	0.3%	£12.5m
Others in the Inner Study Area	3.3%	£140.1m
Inner Area sub-total	**51.2%**	**£2,121.3m**
Harrow Town Centre	4.3%	£179.5m
Ruislip Town Centre	2.2%	£90.2m
Barnet Town Centre	1.5%	£64.1m
Edgware District Centre	1.3%	£55.0m
Leighton Buzzard Town Centre	1.1%	£45.3m
Others in the Study Area	4.5%	£182.3m
Study Area sub-total	**66.1%**	**£2,737.7m**
Welwyn Garden City Centre	5.0%	£207.0m
Milton Keynes Town Centre	4.8%	£200.8m
Central London	3.8%	£157.6m
Brent Cross Shopping Centre	1.9%	£77.1m
Aylesbury Town Centre	1.8%	£75.7m
Uxbridge Town Centre	1.8%	£72.9m
High Wycombe Town Centre	1.3%	£52.4m
Luton Town Centre	1.2%	£48.6m
Others outside the Study Area	12.3%	£514.0m
Total	**100.0%**	**£4,144.4m**

Source: Appendix E, Table 25

6.20 In Figure 6.7 below, we examine the attraction of the Inner Study Area to its own residents for each comparison goods category. There is a relatively broad attraction across each of the goods categories, with similar overall retention in both non-bulky (77.6%) and bulky goods (77.0%). Overall, 77.4% of all comparison goods spending carried out by Inner Study Area residents is carried out within the Inner Study Area itself.

6.21 However, it is clear that there are notable differences between different categories of goods. As would be expected, consumers are generally prepared to travel further for some items, such as clothing and footwear, small household items, furniture and electrical goods, and so it is unsurprising that those categories have the lowest retention levels. Other categories of goods, such as chemist and DIY goods, typically have the highest retention levels because consumers have less requirement to visit multiple destinations or to choose between brands. The patterns of trade set out in Figure 6.7 are therefore very typical of any given Study Area.

Figure 6.7 | Comparison Goods – Inner Study Area Market Share by Category

Category	Inner Study Area	Outer Study Area	Elsewhere
Clothing & Footwear	78.2%	0.7%	21.1%
Books, CDs, DVDs etc	85.0%	0.9%	14.1%
Small Household Goods	71.2%	1.4%	27.4%
Recreation Goods	81.1%	1.7%	17.2%
Chemist Goods	93.1%	0.5%	6.4%
Non-bulky Goods Average	*77.6%*	*0.9%*	*21.5%*
Electrical Goods	75.5%	1.6%	22.9%
DIY Goods	84.7%	4.3%	11.0%
Furniture Goods	72.5%	1.5%	26.0%
Bulky Goods Average	*77.0%*	*2.3%*	*20.7%*
All Goods Average	**77.4%**	**1.3%**	**21.3%**

6.22 Figure 6.8 considers the popularity of shopping destinations for each of the comparison goods categories amongst residents of the Inner Study Area. The table highlights that Watford Town Centre is the single most popular destination for all categories of comparison goods within the Inner Study Area, except for DIY goods, where Watford Arches Retail Park is the most popular destination.

6.23 Hemel Hempstead Town Centre and St Albans City Centre are notably strong in each of the non-bulky goods categories, whilst Watford Arches and Apsley Mills Retail Parks provide for the greatest proportions of bulky goods market share.

6.24 The remaining centres and retail parks within the Inner Study Area pick up a broad range of comparison goods trade, with a general trend towards higher levels of chemist and small media goods trade being directed towards the smaller town centres such as Borehamwood, Berkhamsted, Harpenden and Rickmansworth.

Figure 6.8 | Comparison Goods – Inner Study Area Market Share by Category

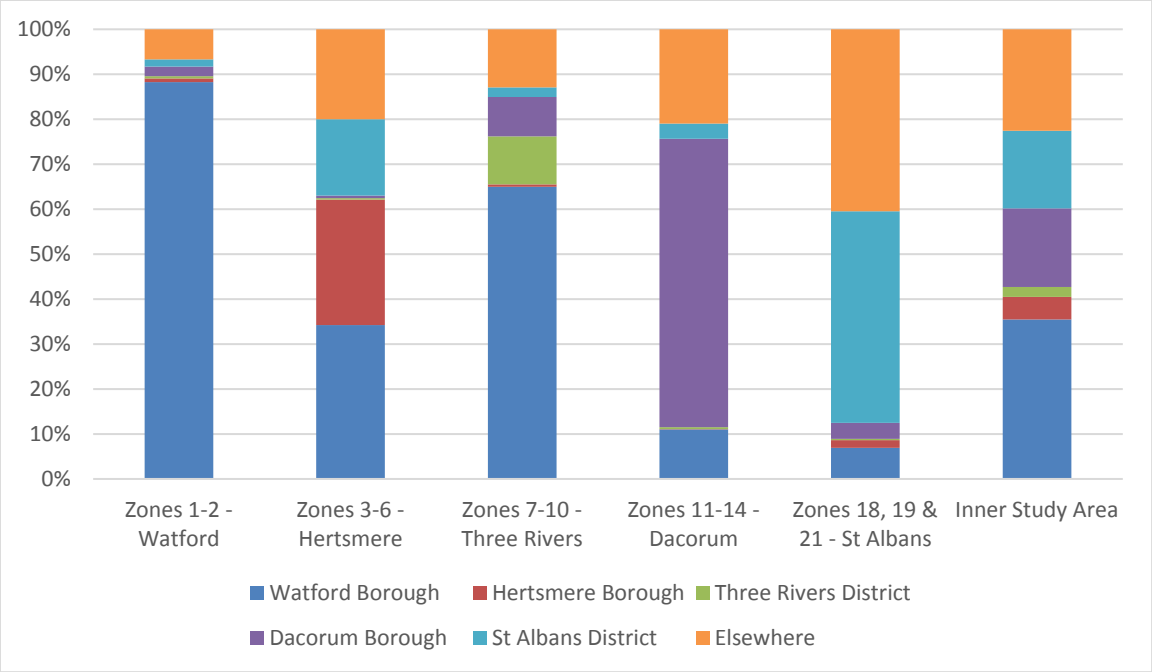
Destination	All Comparison Goods	Clothing & Footwear	Books, CDs, DVDs etc	Small household	Recreation	Chemist	Electrical	DIY	Furniture
Watford Town Centre	**28.4%**	34.1%	23.8%	30.0%	28.1%	20.0%	28.9%	8.6%	25.5%
Hemel Hempstead Town Centre	**10.2%**	15.5%	13.0%	7.4%	13.0%	11.3%	5.3%	5.5%	2.6%
St Albans City Centre	**10.1%**	10.8%	15.7%	11.1%	8.2%	12.5%	5.0%	12.4%	6.1%
Apsley Mills RP, Hemel Hempstead	**4.8%**	0.2%	0.7%	7.6%	3.5%	0.9%	13.0%	11.3%	5.2%
Colney Fields RP, London Colney	**3.9%**	8.8%	0.6%	3.5%	1.3%	2.9%	0.7%	0.2%	0.0%
Watford Arches RP, Watford	**3.8%**	0.7%	0.3%	0.6%	2.6%	0.1%	8.0%	18.9%	15.1%
Borehamwood Town Centre	**2.2%**	1.8%	1.9%	2.4%	2.6%	4.3%	1.6%	2.3%	2.0%
Waterfields RP, Watford	**1.9%**	1.3%	0.0%	0.9%	7.4%	1.2%	2.3%	1.1%	1.3%
Berkhamsted Town Centre	**1.7%**	1.3%	7.3%	0.6%	2.5%	5.4%	0.9%	1.7%	1.3%
Abbey View RP, St Albans	**1.4%**	0.8%	0.7%	0.9%	1.6%	0.1%	1.1%	8.3%	1.0%
Harpenden Town Centre	**1.3%**	0.5%	6.3%	0.5%	1.5%	7.2%	0.8%	0.5%	0.9%
Potters Bar Town Centre	**0.9%**	0.3%	2.1%	0.8%	0.4%	3.2%	1.0%	1.3%	1.6%
Colne Valley RP, Watford	**0.7%**	0.0%	0.0%	0.3%	1.7%	0.0%	1.4%	0.7%	2.4%
Rickmansworth Town Centre	**0.5%**	0.0%	2.5%	0.3%	0.8%	4.0%	0.2%	0.4%	0.6%
Tring Town Centre	**0.4%**	0.0%	0.4%	0.7%	0.1%	1.7%	0.2%	1.3%	0.2%
Chorleywood Town Centre	**0.4%**	0.1%	1.4%	0.2%	0.5%	1.2%	0.2%	1.0%	0.2%
Elsewhere in the Inner Study Area	**4.8%**	2.0%	8.3%	3.8%	5.3%	17.0%	9.9%	9.2%	6.5%
Elsewhere	**22.6%**	21.1%	15.0%	28.4%	19.9%	7.0%	24.5%	15.3%	27.5%
Inner Study Area sub-total	**100.0%**	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

6.25 Figure 6.9 below considers how each of the authority areas compare in terms of attracting their own residents' spending. The results illustrate that Watford is not only the dominant destination for its own residents' comparison goods spending (88%), but that it is also the dominant destination for Three Rivers residents, 65% of whom travel to Watford for their comparison goods requirements. Watford also accounts for sizable proportions of spending by Hertsmere (34%), Dacorum (11%) and St Albans residents (7%).

6.26 Only 28% of Hertsmere residents' comparison goods spending is carried out within Hertsmere itself, with 37% being carried out beyond the Inner Study Area (principally to Brent Cross and Welwyn Garden City). As previously described, the picture in Three Rivers is that there is a significant export of trade to Watford (65%) and Dacorum (9%), with only 11% of all comparison goods spending carried out within the District itself. None of the other areas have any significant inflow from other authority areas.

6.27 Dacorum is largely self-sufficient, providing for 64% of its residents' own comparison goods spending. Notable amounts of trade are though exported to destinations outside the Inner Study Area (21%). This is principally to Milton Keynes. The same is true in St Albans (41% leakage to 'elsewhere') where Welwyn Garden City is the main beneficiary.

Figure 6.9 | Comparison Goods – Residents Spend per Local Authority Area



Summary

6.28 Our market share analysis has shown that the Inner Study Area is largely self-sufficient in terms of providing for its residents' convenience goods needs. With retention levels generally in excess of 90%, it is clear that there are no significant concerns with the range and choice of convenience goods facilities. This also reflects our qualitative questioning under the household telephone survey. As we will go on to examine in our capacity analysis in Section 7, this is built on the strong performance of a number of 'big 4' stores which are surveyed to perform well above company expectations. Notwithstanding this, there are small pockets of leakage out of Hertsmere, and we bear this in mind when making our recommendations on capacity in Section 9.

6.29 Turning to consider comparison goods, it is to be expected that the Inner Study Area will provide for a lower market share given the close proximity of a number of high order centres, such as Milton Keynes, Harrow and Central London, as well as out-of-centre shopping centres such as Brent Cross and Colney Fields. Notwithstanding, the two principal centres of Watford and Hemel Hempstead cater for significant amounts of comparison goods trade across a range of sectors. Watford is the most popular destination for all forms of comparison goods trade, with the only exception being for DIY goods. In overall terms, the Inner Study Area attracts proportionately more custom for bulky goods than non-

bulky goods, with its large retail parks providing popular for bulky purchases. The smaller town centres cater well for chemist and small media items.

6.30 In the Section which follows, we apply these market share findings to the expenditure calculation discussed in Section 5 in order to arrive at capacity figures for the period through until 2036.

7.0 Retail Capacity

Introduction

7.1 One of the key aims of this Study is to provide recommendations on the capacity for new retail floorspace over the plan period to 2036. The use of long-term projections should be treated with caution and reviewed regularly in order to test the accuracy of the forecasts against emerging datasets. External national and international factors can influence the wider performance of the economy, which can have trickle down effects on local shopping patterns. As discussed in Section 2, one such example has been the trend toward convenience discounters (such as Lidl and Aldi) in response to the period of economic downturn between 2008 and 2013.

7.2 We also note that any identified retail capacity across the Study Area does not necessarily equate to justification for new retail floorspace in itself (especially in out-of-centre locations), and any such development would be required to be assessed in line with national policy in terms of impacts on the vitality and viability of town centres, the potential to prejudice emerging town centre developments, and the 'town centre first' sequential approach to site selection. As we will go on to examine in our conclusions and recommendations in Section 9, this is particularly pertinent to South-West Hertfordshire where a significant proportion of existing retail floorspace is found in town centre locations, as opposed to out-of-centre locations.

7.3 Detailed quantitative retail capacity tables are enclosed at **Appendix E.** These tables consider the four population scenarios described previously in Section 5.

Methodology

7.4 Retail capacity modelling follows a consistent, robust methodology which incorporates a number of datasets and informed assumptions which we describe further below, but broadly speaking:

Available Expenditure (£m) - **Turnover (£m) = Surplus** or **Deficit (£m)**

7.5 Experian MMG3 census software is used to provide localised expenditure per capita per annum for various forms of retail spending. These figures are then projected forwards based on population growth, changes in expenditure over time and Special Forms of Trading (SFT) such as internet shopping.

7.6 The turnover of existing retailers across the Study Area is calculated based on average sales densities, or turnover, per square metre. Various retail planning sources such as Verdict UK Food & Grocery Company Briefing Reports, and Mintel Retail Rankings, provide average (or benchmark) sales densities for all national multiple retailers.

7.7 The surplus or deficit equates to the difference between the available retail expenditure across the Study Area and the turnover of existing facilities within the Study Area. If the total turnover is greater than the available expenditure then the model would identify an oversupply of retail floorspace, whilst a surplus of expenditure would suggest capacity for additional retail floorspace.

7.8 Once the surplus or deficit of expenditure is calculated, it is then presented in floorspace figures (using average sales density assumptions) in order to demonstrate the findings within a 'real world' context. Often surplus figures are presented under a number of different scenarios representing various retailers. For example, considering convenience spend, discount retailers (such as Aldi and Lidl) operate at a lower sales density than the 'big 4' (Tesco, Asda, Sainsbury's and Morrisons). Given the same pot of expenditure, a higher sales density would result in a lower floorspace capacity than a lower sales density which would result in a higher floorspace capacity.

Capacity for Future Convenience Goods Floorspace

7.9 The household survey results show that the Inner Study Area has a 53.2% convenience goods market share of all spending carried out by residents of the Study Area. The combined turnover of its stores and centres (£1,375.7m[41] is Table 5 of **Appendix E**) contrasts to the combined expenditure of the resident population of the Study Area (£2,587.1m in Table 2a).

7.10 In keeping with standard retail study methodology, when assessing the capacity for new convenience retail floorspace we adopt a constant market share in line with findings of the latest household survey (i.e. that stores across the combined authority areas will continue to draw 53.2% of all convenience goods spending from the Study Area – see Table 6a). We consider maintaining a constant market share

[41] For population 'Scenario 1'. The figures differ slightly under each Scenario set out at Appendix E.

a sensible basis for analysis because on the one hand there is significant planned population growth and a range of already committed developments inside the Inner Study Area, which would together result in over 8,000 sq m net of new floorspace (see Table 6c). But on the other hand we have examined in Section 4 the range of competing centres outside the Inner Study Area which would be expected to exert a pull on residents of the Inner Study Area (e.g. at Brent Cross and Luton). The two factors would to some extent even each other out. Also to note is that convenience goods shopping is more typically carried out close to home, and we would not therefore consider it desirable or sustainable to plan for any reduction in market share.

7.11 Based therefore on a constant market share, we then allow for growth in retail expenditure over the period to 2036 (as considered in Section 4), as well as utilising data provided within the latest Experian Retail Planner Briefing Note 15 in order to take account of forecast growth in efficiencies in retailers trading (for example, through the adoption of new technologies and more efficient use of available floorspace). Floorspace efficiencies are estimated to have a greater impact on comparison retailers than convenience retailers over the plan period as the rise of food discounting continues to subdue the projected efficiencies in turnover of existing convenience retail floorspace.

7.12 We go on to make a number of statistical assumptions through the quantitative capacity exercise in order to account for the following variables. These are contained at Table 5 of Appendix E and can be summarised as:

- Utilising a 'goods based' approach, we strip out expenditure for non-food comparison goods such as clothing, household goods, CDs, DVDs and other media that are now commonly sold at major foodstores so that only the convenience goods floorspace is being considered (i.e. on a like-for-like basis with available convenience expenditure). These deductions are made in line with floorspace figures sourced from Verdict UK or, where data is not available, Nexus' professional judgement based on site visits.

- We also make assumptions as to the gross to net convenience goods sales floorspace of each store, again utilising online planning records where available, Storepoint 2016, Verdict UK Food & Grocery Retailers 2015 or Nexus' professional judgement.

- Finally, we consider whether foodstores are likely to attract any additional 'inflow' from outside of the Study Area. We have based this assessment on the results obtained from survey, as well as an

assessment of potential spend from other areas (including tourist spend).

7.13 We then go on to calculate the anticipated turnover of all major convenience goods operators based on the published company sales data, referred to as 'benchmark' turnover. 'Benchmark' turnover is calculated from national average 'sales densities' (turnover per square metre) from sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings. By comparing the turnover estimates derived from the findings of the household survey (total available expenditure distributed on the basis of each destinations market share) to the benchmark turnovers, we are able to establish where stores are trading above (overtrading) or below (under-trading) company averages.

7.14 Importantly, we are very cognisant of the fact that a large percentage of existing convenience goods floorspace in some parts of South West Hertfordshire are contained within designated Centres. Broadly speaking, Hertsmere, Three Rivers and St Albans do not have as many out-of-centre retail parks and standalone foodstores, as is typical in many other parts of the country (and in Watford and Dacorum). Perhaps for that reason, our assessment also shows that a number of town centre convenience foodstores in Hertsmere, Three Rivers and St Albans are trading at above company average expectations. In keeping with NPPF policy on 'town centres first', we have therefore adopted the approach of assuming that all stores within identified centres in those areas which trade above company average will continue to do so, without having any of their 'over-trade' set aside to support new retail floorspace. In taking this approach, we have carefully assessed existing town centre stores for any significant issues with their over-trading and find that none are severe (e.g. consistent instances of queuing around stores, or a lack of car parking spaces). This is corroborated by the qualitative questions in our household telephone survey which did not point towards any significant degree of dissatisfaction amongst convenience goods shoppers. We therefore consider this to be a robust approach.

7.15 For Watford and Dacorum though, there is a considerable presence of out-of-centre retail provision, and broadly speaking, centres within those Districts are not as vulnerable to out-of-centre trade because of their scale and quality of town centre provision, and so adopt the approach that all over-trade could support additional convenience floorspace provision in those two areas.

7.16 In all cases, for stores located outside designated town centres, surplus expenditure over and above benchmark turnover is considered to be available to support new floorspace, as this suggests that existing convenience goods providers in the Study Area are stretched and overproviding to meet the

existing need. These sums, together with the additional spend generated by the growing population of South West Hertfordshire over the period 2017-2036, therefore provides the 'surplus expenditure' shown in Table 6 at **Appendix E**.

7.17 Based on the household survey, we identify in Tables 3-5 that convenience retailers in the Inner Study Area turnover an estimated £1,370.9m-£1,380.5m (dependent on which scenario is considered). In each case, this is significantly higher than the benchmark turnover of £1,153m across all scenarios at 2017 (see Table 5 at **Appendix E**). Once inflow expenditure is taken into account[42], this overtrade equates to between £254.1m and £263.5m of additional expenditure across the Inner Study Area at 2017 (see Table 5). Put another way, the combined existing convenience stores are trading at around 34% above company average expectations.

7.18 As previously discussed, we then discount any over-trading stores within designated Centres such that their over-trade does not inflate the capacity for new convenience goods floorspace at the expense of the performance of existing Centres. Table 5 at Appendix E highlights these stores in blue; their cumulative over-trade is shown in Table 6 and comes to between £138.7m and £141.2m at 2017, dependent on the scenario.

7.19 Figures 7.1 to 7.4 below set out the resultant gross convenience goods capacity under each of the four population scenarios tested.

Figure 7.1 | Gross Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 1

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,152.9	1,375.7	36.0	140.0	118.7
2021	1,148.3	1,420.0	36.4	139.5	168.7
2026	1,149.4	1,491.0	36.8	139.6	238.7
2031	1,155.2	1,561.4	37.3	140.3	303.1
2036	1,161.0	1,634.3	37.7	141.0	370.0
Inner Study Area Market Share (%)			**53.2%**		

[42] We make an allowance for large foodstores in London Colney to attract inflow from beyond the Study Area because of their relative size and peripheral location to the Study Area.

Figure 7.2 | Gross Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 2

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,152.7	1,370.9	35.8	138.7	115.4
2021	1,148.1	1,404.5	36.3	138.1	154.6
2026	1,149.2	1,461.9	36.7	138.2	211.2
2031	1,155.0	1,518.8	37.1	138.9	262.1
2036	1,160.8	1,578.1	37.6	139.6	315.3
Inner Study Area Market Share (%)			**53.1%**		

Figure 7.3 | Gross Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 3

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,153.0	1,380.3	36.1	141.3	122.0
2021	1,148.4	1,435.2	36.5	140.8	182.5
2026	1,149.6	1,519.4	36.9	140.9	265.8
2031	1,155.3	1,603.1	37.4	141.6	343.5
2036	1,161.1	1,689.4	37.8	142.3	423.8
Inner Study Area Market Share (%)			**53.3%**		

Figure 7.4 | Gross Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 4

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,153.0	1,380.5	36.0	141.2	122.3
2021	1,148.4	1,435.6	36.5	140.6	183.1
2026	1,149.6	1,520.0	36.9	140.7	266.6
2031	1,155.3	1,603.9	37.4	141.4	344.5
2036	1,161.1	1,690.6	37.8	142.1	425.1
Inner Study Area Market Share (%)			**53.3%**		

[1] Benchmark for stores and centres in the Inner Study Area. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

[2] Assumes constant market share claimed by Inner Study Area facilities at 53% from Study Area expenditure (assumes no inflow)

Source: Table 6a, Appendix E

7.20 Figure 7.1 (SHMA population growth Scenario 1) identifies a surplus of £118.7m expenditure in 2017, increasing to £238.7m in 2026, and £370.0m by 2036. Figures 7.2 to 7.4 follow the same conventions for each different population scenario.

7.21 We then consider committed and extant permissions for new convenience retail floorspace across the authority areas that could come forward over the next few years. This includes any developments which are currently under construction, or have opened since December 2017, and so would not have been operating at the time of the household telephone survey. We do not take into account proposed allocations for retail floorspace in Development Plans that do not benefit from extant and implementable permission over the plan period. In total, these committed developments equate to a net convenience floorspace of 8,029 sq m and an estimated turnover of £60.3m (see Table 6c at **Appendix E**). The most notable convenience goods commitments include a new foodstore of 1,950 sq m net on the Aviva Site in Hemel Hempstead, a new 1,921 sq m net foodstore at Griffiths Way South in St Albans, and an allowance for 1,441 sq m net at the Intu Extension in Watford.

7.22 These commitments are deducted from the surplus expenditure set out under each scenario in Figures 7.1 to 7.4. Once accounted for, we are able to calculate the net additional convenience goods capacity for South-West Hertfordshire. This is set out under Figures 7.5 to 7.8 below.

Figure 7.5 | Net Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 1

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	118.7	60.3	58.2	5,000	6,400
2021	168.7	60.1	108.3	9,400	11,900
2026	238.7	60.1	178.3	15,400	19,600
2031	303.1	60.4	242.4	20,800	26,500
2036	370.0	60.7	309.0	26,400	33,600

Figure 7.6 | Net Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 2

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	115.4	60.3	54.9	4,700	6,000
2021	154.6	60.1	94.3	8,200	10,400
2026	211.2	60.1	150.8	13,000	16,500
2031	262.1	60.4	201.4	17,300	22,000
2036	315.3	60.7	254.3	21,800	27,600

Figure 7.7 | Net Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 3

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	122.0	60.3	61.3	5,300	6,700
2021	182.5	60.1	122.1	10,600	13,400
2026	265.8	60.1	205.4	17,700	22,500
2031	343.5	60.4	282.7	24,300	30,800
2036	423.8	60.7	362.7	31,000	39,400

Figure 7.8 | Net Additional Convenience Goods Capacity in SW Hertfordshire – Scenario 4

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	122.3	60.3	61.7	5,300	6,800
2021	183.1	60.1	122.6	10,600	13,500
2026	266.6	60.1	206.1	17,800	22,600
2031	344.5	60.4	283.8	24,400	31,000
2036	425.1	60.7	364.0	31,100	39,500

[1] Average sales density assumed to be £11,605 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016

[2] 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2014 and Mintel 2015. This equates to £9,137/sq m.

Source: Table 6d, Appendix E

7.23 Taking account of committed turnover (see Table 6c at Appendix E), we identify a residual expenditure at 2021 ranging from £94.3m under Scenario 2 to £122.6m under Scenario 4. As previously discussed, the majority of this residual is made up from the over-trade at existing out-of-centre stores in the earlier years, though over time, population and expenditure growth becomes more of a factor.

7.24 Using average sales densities to calculate a minimum floorspace scenario (a large supermarket operator) and a maximum floorspace scenario (a combination of discount foodstores and larger supermarket operators), we calculate that, when the Inner Study Area (the five authority areas) is viewed as a whole, there is capacity for additional convenience goods, as identified in Figures 7.5 to 7.8. This is notwithstanding the range of committed developments.

7.25 We then take the Inner Study Area figures and look at how this capacity might be distributed on an authority by authority basis. This exercise is carried out for each population scenario in Tables 6e – 6x at **Appendix E**. We apportion the floorspace capacity based on existing market share performance in the Inner Study Area. As previously highlighted, this exercise shows that stores and centres attract c53% of the expenditure carried out by residents of the Study Area (£2,587.1m for Scenario 1, Table 2a at **Appendix E**).

7.26 This overall market share is broken down as follows between the five authority areas:

- Hertsmere 7.7%
- Three Rivers 5.7%
- Dacorum 15.1%
- Watford 12.3%
- St Albans 12.3%

7.27 Based on these constant market shares through until 2036, convenience goods floorspace capacity within the Inner Study Area is divided as shown in Figures 7.9 to 7.12 for each scenario.

Figure 7.9 | Net Additional Convenience Goods Floorspace Capacity by Authority Area – Scenario 1

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2017	Hertsmere	-26.3	0.0	-26.3	-2,300	-2,900
	Three Rivers	-0.1	4.2	-4.3	-400	-500
	Dacorum	124.2	30.1	94.1	8,100	10,300
	Watford	16.2	13.0	3.2	300	400
	St Albans	4.5	13.0	-8.5	-700	-900
	Inner Study Area	**118.4**	**60.3**	**58.2**	**5,000**	**6,400**
2021	Hertsmere	-19.0	0.0	-19.0	-1,600	-2,100
	Three Rivers	5.3	4.2	1.1	100	100
	Dacorum	137.8	30.0	107.8	9,300	11,800
	Watford	27.7	12.9	14.8	1,300	1,600
	St Albans	16.6	12.9	3.6	300	400
	Inner Study Area	**168.4**	**60.1**	**108.3**	**9,400**	**11,900**
2026	Hertsmere	-9.2	0.0	-9.2	-800	-1,000
	Three Rivers	12.8	4.2	8.6	700	900
	Dacorum	157.6	30.0	127.6	11,000	14,000
	Watford	43.9	12.9	30.9	2,700	3,400
	St Albans	33.1	13.0	20.1	1,700	2,200
	Inner Study Area	**238.5**	**60.1**	**178.3**	**15,400**	**19,600**
2031	Hertsmere	-0.1	0.0	-0.1	0	0
	Three Rivers	19.7	4.2	15.5	1,300	1,700
	Dacorum	176.2	30.2	146.0	12,600	15,900
	Watford	58.7	13.0	45.7	3,900	5,000
	St Albans	48.1	13.0	35.1	3,000	3,800
	Inner Study Area	**302.9**	**60.4**	**242.4**	**20,800**	**26,500**
2036	Hertsmere	9.3	0.0	9.3	800	1,000
	Three Rivers	26.8	4.3	22.6	1,900	2,500
	Dacorum	195.5	30.3	165.2	14,100	17,900
	Watford	74.1	13.1	61.0	5,200	6,600
	St Albans	63.7	13.1	50.6	4,300	5,500
	Inner Study Area	**369.7**	**60.7**	**309.0**	**26,400**	**33,600**

Source: Table 6a-6x, Appendix E. Figures may not add due to rounding.

Figure 7.10 | Net Additional Convenience Goods Floorspace Capacity by Authority Area – Scenario 2

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2017	Hertsmere	-26.4	0.0	-26.4	-2,300	-2,900
	Three Rivers	-0.4	4.2	-4.6	-400	-500
	Dacorum	123.2	30.1	93.1	8,000	10,200
	Watford	14.8	13.0	1.8	200	200
	St Albans	4.0	13.0	-9.0	-800	-1,000
	Inner Study Area	**115.2**	**60.3**	**54.9**	**4,700**	**6,000**
2021	Hertsmere	-20.7	0.0	-20.7	-1,800	-2,300
	Three Rivers	3.8	4.2	-0.4	0	0
	Dacorum	133.8	30.0	103.8	9,000	11,400
	Watford	23.8	12.9	10.8	900	1,200
	St Albans	13.7	12.9	0.7	100	100
	Inner Study Area	**154.4**	**60.1**	**94.3**	**8,200**	**10,400**
2026	Hertsmere	-12.8	0.0	-12.8	-1,100	-1,400
	Three Rivers	9.8	4.2	5.6	500	600
	Dacorum	149.8	30.0	119.8	10,400	13,100
	Watford	36.8	12.9	23.8	2,100	2,600
	St Albans	27.1	13.0	14.1	1,200	1,500
	Inner Study Area	**210.9**	**60.1**	**150.8**	**13,000**	**16,500**
2031	Hertsmere	-5.7	0.0	-5.7	-500	-600
	Three Rivers	15.2	4.2	11.0	900	1,200
	Dacorum	164.6	30.2	134.5	11,600	14,700
	Watford	48.4	13.0	35.4	3,000	3,900
	St Albans	39.0	13.0	26.0	2,200	2,800
	Inner Study Area	**261.8**	**60.4**	**201.4**	**17,300**	**22,000**
2036	Hertsmere	1.8	0.0	1.8	200	200
	Three Rivers	20.9	4.3	16.6	1,400	1,800
	Dacorum	180.1	30.3	149.8	12,800	16,300
	Watford	60.7	13.1	47.6	4,100	5,200
	St Albans	51.4	13.1	38.3	3,300	4,200
	Inner Study Area	**315.0**	**60.7**	**254.3**	**21,800**	**27,600**

Source: Table 6a-6x, Appendix E. Figures may not add due to rounding.

Figure 7.11 | Net Additional Convenience Goods Floorspace Capacity by Authority Area – Scenario 3

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2017	Hertsmere	-26.2	0.0	-26.2	-2,300	-2,900
	Three Rivers	0.0	4.2	-4.2	-400	-500
	Dacorum	125.4	30.1	95.3	8,200	10,400
	Watford	17.4	13.0	4.4	400	500
	St Albans	5.1	13.0	-7.9	-700	-900
	Inner Study Area	**121.6**	**60.3**	**61.3**	**5,300**	**6,700**
2021	Hertsmere	-17.4	0.0	-17.4	-1,500	-1,900
	Three Rivers	6.5	4.2	2.3	200	300
	Dacorum	142.0	30.0	112.0	9,700	12,300
	Watford	31.4	12.9	18.5	1,600	2,000
	St Albans	19.7	12.9	6.7	600	700
	Inner Study Area	**182.2**	**60.1**	**122.1**	**10,600**	**13,400**
2026	Hertsmere	-5.7	0.0	-5.7	-500	-600
	Three Rivers	15.5	4.2	11.3	1,000	1,200
	Dacorum	165.5	30.0	135.5	11,700	14,900
	Watford	50.6	12.9	37.7	3,300	4,100
	St Albans	39.3	13.0	26.3	2,300	2,900
	Inner Study Area	**265.5**	**60.1**	**205.4**	**17,700**	**22,500**
2031	Hertsmere	5.3	0.0	5.3	500	600
	Three Rivers	23.7	4.2	19.5	1,700	2,100
	Dacorum	187.9	30.2	157.7	13,600	17,200
	Watford	68.5	13.0	55.5	4,800	6,100
	St Albans	57.4	13.0	44.4	3,800	4,800
	Inner Study Area	**343.1**	**60.4**	**282.7**	**24,300**	**30,800**
2036	Hertsmere	16.7	0.0	16.7	1,400	1,800
	Three Rivers	32.3	4.3	28.1	2,400	3,000
	Dacorum	211.0	30.3	180.7	15,500	19,600
	Watford	87.0	13.1	74.0	6,300	8,000
	St Albans	76.1	13.1	63.1	5,400	6,800
	Inner Study Area	**423.4**	**60.7**	**362.7**	**31,000**	**39,400**

Source: Table 6a-6x, Appendix E. Figures may not add due to rounding.

Figure 7.12 | Net Additional Convenience Goods Floorspace Capacity by Authority Area – Scenario 4

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2017	Hertsmere	-26.2	0.0	-26.2	-2,300	-2,900
	Three Rivers	0.1	4.2	-4.1	-400	-500
	Dacorum	125.9	30.1	95.8	8,300	10,500
	Watford	17.2	13.0	4.3	400	500
	St Albans	4.9	13.0	-8.1	-700	-900
	Inner Study Area	**121.9**	**60.3**	**61.7**	**5,300**	**6,800**
2021	Hertsmere	-17.4	0.0	-17.4	-1,500	-1,900
	Three Rivers	6.6	4.2	2.4	200	300
	Dacorum	142.6	30.0	112.6	9,700	12,400
	Watford	31.2	12.9	18.3	1,600	2,000
	St Albans	19.5	12.9	6.6	600	700
	Inner Study Area	**182.7**	**60.1**	**122.6**	**10,600**	**13,500**
2026	Hertsmere	-5.6	0.0	-5.6	-500	-600
	Three Rivers	15.6	4.2	11.4	1,000	1,300
	Dacorum	166.3	30.0	136.3	11,800	14,900
	Watford	50.5	12.9	37.6	3,300	4,100
	St Albans	39.2	13.0	26.2	2,300	2,900
	Inner Study Area	**266.3**	**60.1**	**206.1**	**17,800**	**22,600**
2031	Hertsmere	5.4	0.0	5.4	500	600
	Three Rivers	6.6	4.2	2.4	200	300
	Dacorum	188.7	30.2	158.6	13,600	17,300
	Watford	68.5	13.0	55.5	4,800	6,100
	St Albans	57.4	13.0	44.3	3,800	4,800
	Inner Study Area	**344.2**	**60.4**	**283.8**	**24,400**	**31,000**
2036	Hertsmere	16.8	0.0	16.8	1,400	1,800
	Three Rivers	0.1	4.2	-4.1	-400	-500
	Dacorum	212.0	30.3	181.6	15,500	19,700
	Watford	87.1	13.1	74.0	6,300	8,000
	St Albans	76.1	13.1	63.0	5,400	6,800
	Inner Study Area	**424.7**	**60.7**	**364.0**	**31,100**	**39,500**

Source: Table 6a-6x, Appendix E. Figures may not add due to rounding.

Capacity for Future Comparison Goods Floorspace

7.28 The methodology for calculating capacity for comparison goods floorspace differs from that used to model capacity for convenience goods floorspace. The principal reason for this is that there are no robust, industry standard benchmark sales densities for calculating the turnover of smaller independent retailers that typically make up the majority of the comparison provision of town centres (although it is noted that Mintel Retail Rankings do provide published sales densities for national multiple comparison retailers). Moreover, the trading levels of comparison retailers can fluctuate significantly depending on a number of localised variables, most notably the location of the retailer relative to similar providers (as customers are likely to link multiple comparison goods trips to retailers in close proximity to each other).

7.29 As such, we adopt a standard approach that comparison goods retailers across the Study Area are trading 'at equilibrium' at 2017, meaning that we adopt the survey derived turnover of each facility, and examine capacity by measuring the growth in available expenditure to 2036.

7.30 We have also given careful consideration to the basis for our market share assessment of capacity. Whereas we adopt a 'constant market share' approach with convenience goods, we consider that there are such sizable, permitted, developments in close proximity to the Inner Study Area, that it is highly likely that there will be some decline in comparison goods market share over time. We detailed these in Section 4. In particular, we are mindful of the grant of planning permission for 55,000 sq m of comparison goods floorspace at Brent Cross, as well as the identification of significant amounts of future capacity in Luton, which has materialised into planning applications currently being considered by Luton Borough Council for over 37,000 sq m of new comparison goods floorspace at Power Court and Newlands Road, together with ancillary attractions. These three developments alone, adopting a sales density of £6,500/sq m (as per the approved Brent Cross application) might turnover in the region of £620m per annum. Whilst both would draw from a wide catchment, at least some of this trade would be expected to draw from South West Hertfordshire, with all five authority areas likely to be affected.

7.31 Set against this, there is of course planned development in South West Hertfordshire, including the current works underway to expand the Intu Centre in Watford, the regeneration of South Oxhey, and the range of comparison goods commitments around Hemel Hempstead. However, on balance, we consider that South West Hertfordshire is likely to experience a reduction in comparison goods market

share as a result of the significant developments coming forward in neighbouring authority areas. This will be felt to different extents by each authority, depending on their geography and their own pipeline developments. At this stage, we give less weight to the current proposals in Luton, as they are not yet determined, as opposed to Brent Cross, which has planning permission. Our assumptions, using Scenario 1 as a worked example, are set out in Figure 7.13.

Figure 7.13: Comparison Goods – Market Share Assumptions

Authority Area	Current Market Share	Key Factors	Forecast Market Share
Hertsmere	3.5%	Close to Brent Cross. No major planned development in the Borough.	12% loss of existing market share to 3.1%[43]
Three Rivers	1.3%	South Oxhey Regeneration. Likely to continue to look to Watford.	No change.
Dacorum	10.5%	Northern parts close to Luton. Pipeline of c. 14,000 sq m of new comparison goods floorspace.	No change.
Watford	25.8%	New Intu Centre extension of c. 6,000 sq m of new comparison goods floorspace.	No change.
St Albans	10.0%	Close proximity to Luton and reasonable proximity to Brent Cross. Pipeline of c. 6,000 sq m of new comparison goods floorspace.	10.2% loss of existing market share to 9.0%[44]
Inner Study Area	**51.2%**		**49.7%**

[43] We assume that the Brent Cross extension will turnover an additional £357m per annum (55,000 sq m net x £6,500/sq m). This is derived from the RPS Retail Impact Assessment (2013 application). A 25% trade diversion was assumed from 'other centres', within which the likes of Hertsmere would fall. Based on geography, we assume that around 5% of trade diversion would therefore derive from Hertsmere, equating to approximately £18m per annum. This is c12% of the Borough's current comparison goods turnover (£147m from Table 26e).

[44] There is less clarity over the likely extent of comparison goods floorspace coming forward in Luton (with both Power Court and Newlands Way as current applications). Based on the capacities identified in the latest WYG Luton Retail Study though, we consider it reasonable to assume that there will be a minimum of 25,000 sq m net of new comparison goods floorspace over the SW Herts Plan period. Adopting a sales density of £6,500/sq m, this would turnover at c£163m per annum. We make an assumption that 20% of trade to this floorspace would be diverted from St Albans District (c£33m per annum). We also assume that 2% of the Brent Cross turnover would derived from St Albans District (c£11m). This combined £44m impact is c10% of the District current comparison goods turnover (£427m from Table 26e)

7.32 For the purposes of our assessment, we have therefore assumed that there will be a reduction in the current market share of facilities in both Hertsmere and St Albans, and that as a result the market share of the Inner Study Area will reduce from 51.2% to 49.7%. We project forward our capacity assessment on that basis. Based on the scale and location of planned nearby developments, we consider this to be a robust basis for analysis.

7.33 Figures 7.14 to 7.17 below set out the resultant gross comparison goods capacity under each of the four population scenarios tested.

Figure 7.14 | Gross Comparison Goods Capacity in SW Hertfordshire – Scenario 1

Year	Turnover	Available Expenditure	Inflow	Surplus Expenditure
	(£m)[1]	(£m)[2]	(£m)	(£m)
2017	2,154.7	2,121.3	33.4	0.0
2021	2,293.6	2,307.1	36.7	50.1
2026	2,564.8	2,791.7	42.9	269.8
2031	2,859.6	3,377.9	50.3	568.6
2036	3,188.3	4,088.3	58.8	958.8
Inner Study Area Market Share (%)		**49.7%**		

Figure 7.15 | Gross Comparison Goods Capacity in SW Hertfordshire – Scenario 2

Year	Turnover	Available Expenditure	Inflow	Surplus Expenditure
	(£m)[1]	(£m)[2]	(£m)	(£m)
2017	2,147.9	2,114.6	33.3	0.0
2021	2,286.3	2,282.3	36.6	32.6
2026	2,556.6	2,738.0	42.8	224.2
2031	2,850.5	3,286.4	50.1	486.0
2036	3,178.1	3,947.5	58.7	828.0
Inner Study Area Market Share (%)		**49.7%**		

Figure 7.16 | Gross Comparison Goods Capacity in SW Hertfordshire – Scenario 3

Year	Turnover	Available Expenditure	Inflow	Surplus Expenditure
	(£m)[1]	(£m)[2]	(£m)	(£m)
2017	2,160.9	2,127.4	33.5	0.0
2021	2,300.2	2,300.6	36.8	67.2
2026	2,572.1	2,842.0	43.1	313.0
2031	2,867.8	3,463.4	50.4	646.0
2036	3,197.4	4,219.5	59.0	1,081.0
Inner Study Area Market Share (%)		**49.8%**		

Figure 7.17 | Gross Comparison Goods Capacity in SW Hertfordshire – Scenario 4

Year	Turnover	Available Expenditure	Inflow	Surplus Expenditure
	(£m)[1]	(£m)[2]	(£m)	(£m)
2017	2,161.2	2,127.7	33.5	0.0
2021	2,300.5	2,331.3	36.8	67.6
2026	2,572.4	2,843.9	43.1	314.5
2031	2,868.1	3,466.7	50.4	649.0
2036	3,197.8	4,224.8	59.0	1,086.0
Inner Study Area Market Share (%)		**49.8%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by South West Hertfordshire facilities at 49.8% from the Study Area

7.34 Figure 7.14 (Scenario 1 - SHMA population growth scenario) identifies a surplus of £50.1m expenditure in 2021, increasing to £269.8m in 2026, and £568.6m by 2031. Figures 7.15 to 7.17 follow the same conventions for each different population scenario.

7.35 We then consider committed and extant permissions for new comparison retail floorspace across the authority areas that could come forward over the next few years. This includes any developments which are currently under construction, or have opened since December 2017, and so would not have been operating at the time of the household telephone survey. In the same way as we viewed convenience goods, we do not take into account proposed allocations for retail floorspace in Development Plans that do not benefit from extant and implementable permission over the plan period.

7.36 In total, these committed developments equate to a net comparison goods floorspace of 25,842 sq m and an estimated turnover of £173.3m (see Table 26c at **Appendix E**). The most notable commitments include 8,000 sq m net of new floorspace at Jarman Park in Hemel Hempstead, 5,763 sq m net of new floorspace as part of the Intu redevelopment in Watford, and 5,613 sq m net at the Aviva Site in Hemel Hempstead.

7.37 These commitments are deducted from the surplus expenditure set out under each scenario in Figures 7.13 to 7.16. Once accounted for, we are able to calculate the net comparison goods capacity. This is set out under Figures 7.18 to 7.21 below.

Figure 7.18 | Net Additional Comparison Goods Capacity in SW Hertfordshire – Scenario 1

Year	Surplus Expenditure (£m)	Commitments (£m)[4]	Residual Expenditure (£m)[3]	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	50.1	184.5	-134.3	-16,800	-23,000
2026	269.8	206.1	63.8	7,100	9,800
2031	568.6	229.8	338.8	34,000	46,500
2036	958.8	256.2	702.6	63,300	86,400

Figure 7.19 | Net Additional Comparison Goods Capacity in SW Hertfordshire – Scenario 2

Year	Surplus Expenditure (£m)	Commitments (£m)[4]	Residual Expenditure (£m)[3]	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	32.6	184.5	-151.9	-19,000	-26,000
2026	224.2	206.1	18.1	2,000	2,800
2031	486.0	229.8	256.2	25,700	35,100
2036	828.0	256.2	571.8	51,500	70,300

Figure 7.20 | Net Additional Comparison Goods Capacity in SW Hertfordshire – Scenario 3

Year	Surplus Expenditure (£m)	Commitments (£m)[4]	Residual Expenditure (£m)[3]	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	67.2	184.5	-117.2	-14,700	-20,000
2026	313.0	206.1	106.9	12,000	16,300
2031	646.0	229.8	416.2	41,800	57,100
2036	1,081.0	256.2	824.9	74,300	101,500

Figure 7.21 | Net Additional Comparison Goods Capacity in SW Hertfordshire – Scenario 4

Year	Surplus Expenditure (£m)	Commitments (£m)[4]	Residual Expenditure (£m)[3]	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	67.6	184.5	-116.9	-14,600	-20,000
2026	314.5	206.1	108.4	12,100	16,600
2031	649.0	229.8	419.2	42,100	57,500
2036	1,086.0	256.2	829.8	74,800	102,100

1. Average sales density assumed to be £7,500 per sq m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. 'Residual Expenditure' calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. 'Commitments' allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

7.38 Taking account of committed turnover (see Table 26c at **Appendix E**), we identify a negative residual expenditure at 2021 ranging from -£151.9m under Scenario 2 to -£116.9m under Scenario 4. Negative capacities are shown into the near future as the turnover of the range of commitments exceeds the amount of expenditure growth. By 2026 though, there are positive residual sums under all the population scenarios as expenditure growth begins to outstrip the commitments currently in the system. Looking at the long-range forecast, by 2036 there is assessed to be between £571.8m and £829.8m of additional comparison goods expenditure under all population scenarios.

7.39 Using average sales densities to calculate a minimum floorspace scenario (£7,500/sq m at 2017) and a maximum floorspace scenario (£5,500/sq m at 2017), we calculate that, when the Inner Study Area is viewed as a whole, there is capacity for additional comparison goods, as identified in Figures 7.18 to 7.21. This is after factoring in the current range of committed developments.

7.40 We then take the Inner Study Area figures and look at how this capacity might be distributed on an authority by authority basis. This exercise is carried out for each population scenario in Tables 26e – 26t at **Appendix E**. We apportion the floorspace capacity based on existing market share performance for the Inner Study Area. As previously highlighted, this exercise shows that stores and centres in the Inner Study Area are forecast to attract 49.7% of the comparison expenditure carried out by residents of the Inner Study Area.

7.41 On this basis, the projected overall market share is broken down as follows between the five authority areas (see Tables 26e, 26i, 26m, 26q and 26u at **Appendix E**):

- Hertsmere 3.1%
- Three Rivers 1.3%
- Dacorum 10.5%
- Watford 25.8%
- St Albans 9.0%
- Inner Study Area total 49.7%

7.42 Based on these market shares through until 2036, comparison goods floorspace capacity within the Inner Study Area is divided as shown in Figures 7.22 to 7.25 for each scenario.

Figure 7.22 | Net Additional Comparison Goods Floorspace Capacity by Authority Area – Scenario 1

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2021	Hertsmere	-11.7	0.0	-11.7	-1,500	-2,000
	Three Rivers	3.0	6.9	-3.9	-500	-700
	Dacorum	23.9	95.5	-71.6	-9,000	-12,200
	Watford	59.2	46.0	13.2	1,700	2,300
	St Albans	-24.3	36.1	-60.4	-7,600	-10,300
	Inner Study Area	**50.1**	**184.5**	**-134.3**	**-16,800**	**-23,000**
2026	Hertsmere	0.2	0.0	0.2	0	0
	Three Rivers	8.9	7.7	1.2	100	200
	Dacorum	71.6	106.8	-35.2	-3,900	-5,400
	Watford	177.2	51.4	125.8	14,100	19,200
	St Albans	11.9	40.4	-28.5-21.7	-3,200	-4,400
	Inner Study Area	**269.8**	**206.1**	**63.8**	**7,100**	**9,800**
2031	Hertsmere	16.9	0.0	16.9	1,700	2,300
	Three Rivers	16.9	8.6	8.4	800	1,100
	Dacorum	136.0	119.1	17.0	1,700	2,300
	Watford	336.6	57.4	279.2	28,100	38,300
	St Albans	62.1	45.0	17.1	1,700	2,300
	Inner Study Area	**568.6**	**229.8**	**338.8**	**34,000**	**46,500**
2036	Hertsmere	39.1	0.0	39.1	3,500	4,800
	Three Rivers	27.4	9.5	17.8	1,600	2,200
	Dacorum	219.8	132.7	87.1	7,800	10,700
	Watford	543.9	64.0	480.0	43,300	59,000
	St Albans	128.6	50.2	78.4	7,100	9,600
	Inner Study Area	**958.8**	**256.2**	**702.6**	**63,300**	**86,400**

Source: Table 26a-26t, Appendix E. Figures may not add due to rounding.

Figure 7.23 | Net Additional Comparison Goods Floorspace Capacity by Authority Area – Scenario 2

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2021	Hertsmere	-12.7	0.0	-12.7	-1,600	-2,200
	Three Rivers	2.5	6.9	-4.4	-500	-700
	Dacorum	20.2	95.5	-75.3	-9,400	-12,900
	Watford	50.0	46.0	4.0	500	700
	St Albans	-27.4	36.1	-63.5	-8,000	-10,900
	Inner Study Area	**32.6**	**184.5**	**-151.9**	**-19,000**	**-31,500**
2026	Hertsmere	-2.6	0.0	-2.6	-300	-400
	Three Rivers	7.7	7.7	0.0	0	0
	Dacorum	61.9	106.8	-44.8	-5,000	-6,900
	Watford	153.4	51.4	102.0	11,400	15,600
	St Albans	3.7	40.4	-36.6	-4,100	-5,600
	Inner Study Area	**224.2**	**206.1**	**18.1**	**2,000**	**2,800**
2031	Hertsmere	11.8	0.0	11.8	1,200	1,600
	Three Rivers	14.7	8.6	6.2	600	800
	Dacorum	118.6	119.1	-0.5	0	-100
	Watford	293.6	57.4	236.2	23,700	32,400
	St Albans	47.4	45.0	2.3	200	300
	Inner Study Area	**486.0**	**229.8**	**256.2**	**25,700**	**35,100**
2036	Hertsmere	30.9	0.0	30.9	2,800	3,800
	Three Rivers	23.9	9.5	14.3	1,300	1,800
	Dacorum	192.2	132.7	59.5	5,400	7,300
	Watford	475.9	64.0	411.9	37,100	50,700
	St Albans	105.1	50.2	55.0	5,000	6,800
	Inner Study Area	**828.0**	**256.2**	**571.8**	**51,500**	**70,300**

Source: Table 26a-26t, Appendix E. Figures may not add due to rounding.

Figure 7.24 | Net Additional Comparison Goods Floorspace Capacity by Authority Area – Scenario 3

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2021	Hertsmere	-10.6	0.0	-10.6	-1,300	-1,800
	Three Rivers	3.4	6.9	-3.4	-400	-600
	Dacorum	27.7	95.5	-67.8	-8,500	-11,600
	Watford	68.3	46.0	22.3	2,800	3,800
	St Albans	-21.3	36.1	-57.4	-7,200	-9,800
	Inner Study Area	**67.2**	**184.5**	**-117.2**	**-14,700**	**-20,000**
2026	Hertsmere	3.0	0.0	3.0	300	500
	Three Rivers	10.1	7.7	2.4	300	400
	Dacorum	81.2	106.8	-25.6	-2,900	-3,900
	Watford	200.3	51.4	148.9	16,700	22,800
	St Albans	19.6	40.4	-20.8	-2,300	-3,200
	Inner Study Area	**313.0**	**206.1**	**106.9**	**12,000**	**16,300**
2031	Hertsmere	21.9	0.0	21.9	2,200	3,000
	Three Rivers	19.0	8.6	10.5	1,100	1,400
	Dacorum	153.3	119.1	34.3	3,400	4,700
	Watford	378.2	57.4	320.8	32,200	44,000
	St Albans	76.2	45.0	31.1	3,100	4,300
	Inner Study Area	**646.0**	**229.8**	**416.2**	**41,800**	**57,100**
2036	Hertsmere	46.9	0.0	46.9	4,200	5,800
	Three Rivers	30.7	9.5	21.2	1,900	2,600
	Dacorum	247.2	132.7	114.5	10,300	14,100
	Watford	609.6	64.0	545.7	49,200	67,100
	St Albans	150.8	50.2	100.6	9,100	12,400
	Inner Study Area	**1,081.0**	**256.2**	**824.9**	**74,300**	**101,500**

Source: Table 26a-26t, Appendix E. Figures may not add due to rounding.

Figure 7.25 | Net Additional Comparison Goods Floorspace Capacity by Authority Area – Scenario 4

Year	Authority Area	Surplus Expenditure (£m)	Commitments (£)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
					Min[1]	Max[2]
2021	Hertsmere	-10.6	0.0	-10.6	-1,300	-1,800
	Three Rivers	3.4	6.9	-3.4	-400	-600
	Dacorum	27.6	95.5	-67.9	-8,500	-11,600
	Watford	68.2	46.0	22.2	2,800	3,800
	St Albans	-21.3	36.1	-57.4	-7,200	-9,800
	Inner Study Area	**67.6**	**184.5**	**-116.9**	**-14,600**	**-20,000**
2026	Hertsmere	2.9	0.0	2.9	300	400
	Three Rivers	10.0	7.7	2.4	300	400
	Dacorum	80.8	106.8	-26.0	-2,900	-4,000
	Watford	199.6	51.4	148.2	16,600	22,700
	St Albans	19.8	40.4	-20.5	-2,300	-3,100
	Inner Study Area	**314.5**	**206.1**	**108.4**	**12,100**	**16,600**
2031	Hertsmere	21.7	0.0	21.7	2,200	3,000
	Three Rivers	18.9	8.6	10.4	1,000	1,400
	Dacorum	152.5	119.1	33.4	3,400	4,600
	Watford	376.7	57.4	319.3	32,100	43,800
	St Albans	76.6	45.0	31.6	3,200	4,300
	Inner Study Area	**649.0**	**229.8**	**419.2**	**42,100**	**57,500**
2036	Hertsmere	46.6	0.0	46.6	4,200	5,700
	Three Rivers	30.5	9.5	21.0	1,900	2,600
	Dacorum	245.8	132.7	113.1	10,200	13,900
	Watford	607.2	64.0	543.2	49,000	66,800
	St Albans	151.5	50.2	101.4	9,100	12,500
	Inner Study Area	**1,086.0**	**256.2**	**829.8**	**74,800**	**102,100**

Source: Table 6a-26t, Appendix E. Figures may not add due to rounding.

Summary

7.43 We identify capacity for both additional convenience and comparison floorspace over the Plan period under all four population Scenarios. Existing foodstores within the combined Districts are evidenced to be significantly over-trading and, together with expenditure growth over time, this creates the potential for more floorspace to be added. However, a significant number of over-trading stores are based in designated centres in South West Hertfordshire, and so we have only taken account of the over-trade at out of centre facilities, coupled with expenditure growth, to formulate our convenience goods capacity assessment.

7.44 Whilst comparison goods market share is lower, there is significant forecast expenditure growth over time. This fuels the potential for new comparison goods floorspace. However, this is tempered by the planned development of a number of large comparison goods developments in the surrounding area – including at Brent Cross and Luton – each of which will exert a draw in the future on residents of South West Hertfordshire. Whilst some planned development in the area will help to retain market share – such as the Intu Centre extension in Watford, and the South Oxhey Regeneration – we consider it likely that some parts of the Inner Study Area will experience a small decline in market share.

7.45 As well as examining the overall picture across the Inner Study Area, we have also considered the breakdown of floorspace capacity by authority area. In each case, the range we give is the difference between the lowest population growth scenario (Scenario 2) and the highest population growth scenario (Scenario 4). The figures for Scenarios 1 and 3 will fall in-between the two.

7.46 As we will go on to explore further in Section 9, it must be stressed that capacity does not equate to need. Capacity assessment is a theoretical exercise based on empirical data gathered at the current time, as well as forecasts into the future. Forecasting as far away as 2036 must be treated with some caution, as there will be economic, political and technological unknowns that will intervene over that period. Moreover, capacity modelling should not be seen as an absolute; it is a guide. For example, even where capacity is identified in an area, an out-of-centre development which would cause significant adverse impact on the vitality and viability of a designated town centre should be resisted, irrespective of the capacity identified. The corollary of this is that where no, or limited, capacity is

identified, this should not restrain appropriate development coming forward, such as town centre developments which bolster the vitality and viability of designated town centres.

7.47 Our results can be summarised as follows:

Hertsmere

- Convenience centres and stores in Hertsmere attract 7.7% of market share from the Study Area. Holding this market share constant, and with little by way of commitments within the Borough, we forecast that there will be no capacity for new convenience goods floorspace by 2026 under all population scenarios, and for an additional 200 sq m net (Scenario 2) to 1,400-1,800 sq m net (Scenario 4) by 2036.

- Comparison goods destinations within the Borough attract just 3.5% of market share from the Study Area, and we forecast that this will reduce to around 3.1% as a result of major retail developments outside the Borough. Recognising also that there are no current substantial commitments, we forecast that there will be either zero, or negligible, capacity for additional comparison goods floorspace by 2026 under all scenarios, and for between an additional 2,800–3,800 sq m net (Scenario 2) to 4,200-5,700 sq m net (Scenario 4) by 2036.

Three Rivers

- Convenience centres and stores in Three Rivers attract the lowest proportion of market share from the Study Area; 5.7%. The South Oxhey regeneration project is a major scheme underway in Three Rivers, and as a result there is some deduction to the amount of spend available. We forecast between 500-600 sq m net (Scenario 2) and 1,000-1,300 sq m net (Scenario 4) of additional convenience goods capacity at 2026, increasing to between 1,400-1,800 sq m net (Scenario 2) and 2,400-3,100 sq m net (Scenario 4) by 2036.

- Turning to consider comparison goods provision, the District exports a significant amount of its trade and currently accounts for a 1.3% market share of Study Area trade. Allied to this small market share, the South Oxhey project already provides for a significant amount of new comparison goods floorspace within the District. As a result, we forecast there to be zero capacity for additional comparison goods at 2026 under Scenario 2, and for between 300-400 sq m net under Scenario 4.

By 2036, this is forecast to have grown to additional capacity for between 1,300-1,800 sq m net (Scenario 2) and 1,900-2,600 sq m net (Scenario 4).

Dacorum

- Dacorum accounts for the largest proportion of convenience goods market share, attracting 15.0% of spend from the Study Area. The household survey also showed that stores within the Borough also overtrade by significant amounts - by up to approximately £123m per annum – the large majority of which is at out-of-centre stores. Set against this, it has a range of existing convenience goods commitments totalling over £30m in likely spend per annum. Notwithstanding, we forecast that at 2026 there will be between 10,400-13,100 sq m net of additional convenience goods floorspace capacity (Scenario 2) and 11,800-14,900 sq m net (Scenario 4). By 2036, this will have increased to between 12,800-16,300 sq m net (Scenario 2) and 15,500-19,700 sq m net (Scenario 4).

- In terms of comparison goods, the Borough attracts a 10.5% market share of spending from the Study Area. Large commitments total £90m of spend per annum, and result in a negative comparison goods capacity under all scenarios at 2026. By 2036, modest additional floorspace capacity is forecast of between 5,400-7,300 sq m net (Scenario 2) and 10,300-14,100 sq m net (Scenario 4).

Watford

- Watford Borough has a market share of 12.3% of convenience goods spend in the Study Area. After factoring in the cumulative overtrade of out-of-centre facilities, and commitments of c£13m per annum, we calculate that there will be capacity for between 2,100-2,600 sq m net additional convenience goods floorspace at 2026 under Scenario 2, and between 3,300-4,100 sq m net under Scenario 4. By 2036, this capacity is forecast to increase to between 4,100-5,200 sq m net under Scenario 2 and to between 6,300-8,000 sq m net under Scenario 4.

- Turning to comparison goods, Watford Borough has by far the highest market share of the five authority areas, attracting a market share of 25.7% of all Study Area spending (50.3% of all comparison goods spending carried out in the Inner Study Area). Commitments at Intu total c£43m per annum, but there is still a significant quantitative capacity beyond this. We calculate that by 2026 there is capacity to support up to a further 11,400-15,600 sq m net (Scenario 2) or 16,700-

22,800 sq m net (Scenario 4). Population and expenditure growth, couple with high market share, pushes the long-range forecast for 2036 to between 37,100-50,700 sq m net (Scenario 2) and 49,200-67,100 sq m net (Scenario 4).

St Albans

- St Albans attracts 12.3% convenience goods market share from the Study Area. After holding its market share constant, and after allowing for a new foodstore at Griffiths Way South (c£13m turnover), we calculate that there will be modest capacity for additional convenience goods floorspace of 1,200-1,500 sq m net at 2026 under Scenario 2, and between 2,300-2,900 sq m net under Scenario 4. By 2036, this is forecast to increase to between 3,300-4,200 sq m net under Scenario 2, and to between 5,400-6,800 sq m net under Scenario 4.

- Turning to comparison goods, St Albans has a current market share of 10.0% of all Study Area spending. For the reasons we have described earlier on in this Section, we think it likely that there will be a reduction in St Albans market share following the opening/extension of a number of competing comparison retail destinations in the nearby area. We have therefore modelled a reduction of the District's market share to 9.0% for the purposes of future comparison goods capacity forecasting. As a result, we forecast that there will be no capacity for new comparison goods floorspace at 2026 under any scenario. By 2036, there will though be headroom for between an additional 5,000 – 6,800 sq m net under Scenario 2 and between 9,100 – 12,500 sq m net under Scenario 4.

7.48 Notwithstanding the capacities identified, it is important to recognise that the local authority areas are characterised by a number of strategically important town centres, and so it is highly relevant to consider the desirability of potentially impacting on such town centre trade by adding more competition. We weigh up these factors, set against our considerations of the health of existing centres, in Section 9.

8.0 Leisure

Introduction

8.1 The leisure market has undergone drastic structural changes over the past few years. The economic downturn of 2008 to 2013 significantly changed consumers' spending behaviours. Even though overall spending was down, the popularity of going to the cinema or theatre has steadily increased, as has eating out at restaurants, cafés, or purchasing takeaway meals. Additionally, as the health and fitness world flourishes, the number of fitness centre memberships has steadily increased. ONS reported that in 2006 average weekly spend on 'sports admissions, subscriptions, leisure class fees and equipment hire' was £5.80 and in 2014 it had increased to £6.90. Further commentary on recent and emerging leisure trends is included in Section 2 of this report.

8.2 This section of the Retail and Leisure Study provides a concise analysis of current and predicted trends influencing the leisure sector, as well as an examination of the performance of the five local authorities' existing leisure base.

Methodology

8.3 The results of the NEMS Household Survey offer an indication of locations/facilities where residents of the Study Area satisfy their leisure and cultural needs. As such, the Survey enables us to analyse patterns of travel and potential deficiencies (those that are qualitative in nature) in the joint Council area of provision.

8.4 The modelling of future commercial leisure need cannot necessarily be based upon the same quantitative model used to estimate retail need (as we have done in Section 5, by estimating future expected expenditure). This is because leisure spending is not undertaken regularly and is typically influenced by external factors. The inherent nature of restaurant, café and bar spending is that it is often undertaken whilst travelling, on holidays and day trips and for special occasions and, as such, patterns of spending are generally dispersed widely across and, in part, beyond the Study Area.

8.5 Additionally, public houses, restaurants, clubs, are typically accommodated in smaller units. By virtue of their smaller size, the market can generally deliver units of this scale unaided by intervention through the development plan process as allocations. Nonetheless, we go on to model the future spending

available to support new restaurant and beverage floorspace to provide an indication of the potential for additional development to be supported, in conjunction with our qualitative assessment and conclusions on the health and performance of the centres.

8.6 We also appraise the existing provision of leisure facilities across the authority areas, and compare this against recognised sector 'standards' or 'benchmarks'. The completion of this 'benchmarking exercise' allows us to establish deficits and where gaps in the provision of existing facilities may be.

Existing Market Share by Leisure and Cultural Sector

8.7 The NEMS Household Survey (undertaken in November 2017 and March 2018) asked respondents to describe their leisure and cultural activities and habits. The responses to these questions (Questions 35 – 44) inform our understanding of leisure trends and needs. The breakdown of the answers to these questions is set out in full within **Appendix D** and we extrapolate the key results in the following Section.

8.8 It is important to acknowledge that residents outside of the local authority areas may visit facilities within the local authority areas for leisure, recreation and cultural activities, as well as vice-versa. In response to this, the Study Area (from which respondents were engaged) includes border zones (zones 15, 16, 17, 20 and 22) to understand the leisure habits of residents on the fringe of Dacorum Borough, Hertsmere Borough, Three Rivers District, St Albans District and Watford Borough Council. However, as the purpose of this section is to review the leisure patterns of residents within the five local authority areas, a detailed review of the border zones will not be included.

8.9 In the following section, we summarise and interpret the responses given to the household survey, paying particular attention to distance travelled in order to identify any gaps in provision, as well as general levels of satisfaction with the area's provision of leisure and cultural facilities.

Participation in Leisure Activities

8.10 In the first instance, it is important to have an understanding of the participation rates and general popularity of leisure activities across the Study Area. In Question 35 of the household survey NEMS asked respondents to identify all of the leisure activities in which they participated (respondents were allowed to identify as many options as they wished).

8.11 As evident in Figure 8.1, the most popular leisure activity across the Study Area is to go to a restaurant, which 71.5% of Study Area respondents indicated they do on at least an occasional basis. The second most popular activity is going to a theatre/ concert hall/ museum/ art gallery, which 54.6% of respondents to Question 35 indicated is an activity in which they partake. Following this, 52.4% visit the cinema, while 43.7% visit pubs/bars/night clubs. Visiting bingo halls, (1.5%), is the least popular activity followed by ten pin bowling, in which only 15.1% of respondents partake. Of note, trips to the theatre/concert hall/ museum/ art gallery are particularly high when compared to elsewhere. This is likely to be attributed to the strong access links into and out of Central London.

Figure 8.1 | Participation in Leisure Activities (%)

Activity	Study Area Average	Watford Area (Zones 1-2)	Hertsmere Area (Zones 3-6)	Three Rivers Area (Zones 7-10)	Dacorum Area (Zones 11-14)	St Albans Area (Zones 18,19,21)	Border Zones (Zones 15, 16, 17, 20, 22)
Indoor Health & Fitness	27.3%	25.6%	29.2%	32.7%	24.8%	25.0%	27.7%
Cinema	52.4%	43.7%	55.0%	50.6%	62.0%	58.9%	49.8%
Restaurant	71.5%	64.2%	70.3%	77.9%	75.6%	79.8%	68.7%
Pubs/bars/ nightclubs	43.7%	37.8%	34.6%	49.1%	48.8%	45.4%	43.8%
Ten pin bowling	15.1%	27.6%	15.0%	21.9%	12.9%	14.6%	12.3%
Bingo	1.5%	2.3%	3.1%	2.5%	1.85%	1.5%	0.8%
Cultural Facilities	54.6%	32.6%	55.0%	49.7%	53.2%	62.9%	57.5%
None mentioned	12.2%	20.3%	12.4%	9.9%	10.6%	9.3%	12.3%

Source: Question 35 of NEMS Household Survey, Appendix D

8.12 We isolate the market share for each authority in Figure 8.1. Whilst this is not necessarily indicative of a capacity for additional facilities across the authority areas, which we consider in detail in the following section, some differences in the market shares across the authorities are worthy of note:

- Residents in Dacorum are generally more likely to visit the cinema. This is likely to be attributed to the presence of Cineworld, located at Jarman Square, Hemel Hempstead, which is the largest cinema within the Study Area.
- Social activities (restaurants, bars and pubs, nightclubs and social clubs) are most popular with

residents in the St Albans, Three Rivers and Dacorum Areas, with all three areas attracting custom at above Study Area average levels for both. The survey results show that this is attributed to the particularly strong food and drink offer in the likes of St Albans City, Harpenden, Rickmansworth, Berkhamsted and Hemel Hempstead.

- Ten pin bowling is most likely to be undertaken by residents in Watford, probably due to the fact that the only bowling facility within the Study Area is located in this area.
- Cultural activities (theatre/concert halls/museums/art galleries) are less likely to be undertaken by residents in Watford when compared to the other authority areas. The strongest attendance at such facilities is evident within St Albans.

Leisure Destinations

8.13 NEMS asked a series of questions to understand where residents of each zone usually undertake their chosen leisure activity, shown in Figure 8.2. The fully tabularised results are shown in **Appendix D.**

Figure 8.2 | Most Popular Leisure Destinations by Zone (%)

Activity	Study Area Average	Watford Area (Zones 1 – 2)	Hertsmere Area (Zones 3 – 6)	Three Rivers Area (Zones 7 – 10)	Dacorum Area (Zones 11-14)	St Albans Area (Zones 18, 19, 21)
Indoor Health & Fitness	Hemel Hempstead Town Centre	Watford Town Centre	Borehamwood Town Centre	Rickmansworth Town Centre	Hemel Hempstead Town Centre	St Albans City Centre
Cinema	Cineworld, Jarman Square Hemel Hempstead	Vue, Woodside Leisure Park, Watford	The Reel Cinema, Borehamwood	Vue, Woodside Leisure Park, Watford	Cineworld, Jarman Square Hemel Hempstead	Odyssey, London Road, St Albans
Restaurant	Watford Town Centre	Watford Town Centre	Borehamwood Town Centre	Rickmansworth, Town Centre	Hemel Hempstead Town Centre	St Albans City Centre
Pubs/bars/ nightclubs	Watford Town Centre	Watford Town Centre	Borehamwood Town Centre	Rickmansworth, Town Centre	Hemel Hempstead Town Centre	St Albans City Centre
Ten Pin Bowling	Hollywood Bowl, Woodside Leisure Park, Watford	Hollywood Bowl, Woodside Leisure Park, Watford	Hollywood Bowl, Woodside Leisure Park, Watford	Hollywood Bowl, Woodside Leisure Park, Watford	Hollywood Bowl, Woodside Leisure Park, Watford	Hollywood Bowl, Woodside Leisure Park, Watford
Bingo	Gala, Borehamwood	Mecca Luton – Outside Study Area	Gala, Borehamwood	Raging Ball Club , High Wycombe - Outside Study Area	Others - Outside Study Area	Gala, Borehamwood
Cultural facilities	Central London	Central London	Central London	Central London	Central London	Central London

Source: Questions 36-42 of NEMS Household Survey, Appendix D

8.14 Figure 8.2 highlights that all five local authority areas are broadly self-sufficient when it comes to the majority of its own residents' needs. Unsurprisingly, Central London is the most popular destination in all areas for cultural trips (theatre/ concert/ museum/ gallery) reflecting strong transport connections into and out of London. We consider below a more in-depth analysis on a sector-by-sector basis of where residents are carrying out their trips.

Indoor Sports & Health and Fitness

8.15 As set out in Figure 8.1, the NEMS survey highlighted that 27.3% of the Study Area residents participate in health and fitness activities. Participation rates are broadly similar across the Study Area but are notably higher in the Three Rivers area, reflecting the nearby availability of a number of facilities.

8.16 The results to Question 36 at **Appendix D** show that popular destinations for the Watford area are Watford Town Centre (54.3% of all trips) and Bushey Town Centre (23.0%). The results indicated that 9.7% of respondents visit a health and fitness facility in Central London, reflecting the number of residents commuting in and out of London who have a membership near their place of work.

8.17 The most popular destination for residents in the Hertsmere area is Borehamwood Town Centre (32.4% of all trips). A fair number of residents also visit Potters Bar Town Centre (19.9%) and Bushey Town Centre (15.3%).

8.18 For residents in the Three Rivers area, the most popular destination is Rickmansworth Town Centre (23.0%) and Northwood Local Centre (16.1%).

8.19 Residents within the Dacorum area are most likely to visit Hemel Hempstead for their health and fitness trips (70.1%) followed by Bushey Town Centre (12.7%).

8.20 The most popular destination for residents in the St Albans Area is St Albans City Centre (44.1%). A high number of health and fitness trips are also carried out in Harpenden Town Centre (21.6%).

8.21 It is unsurprising that popular destinations vary quite substantially throughout the Study Area, particularly as it is common for residents to exercise close to their place of work.

Cinemas

8.22 In total, 52.4% of Study Area residents make cinema trips. Cineworld located at Jarman Square, Hemel Hempstead attracts most trips (21.4%) within the Study Area, closely followed by Vue at Woodside Leisure Park, Watford (18.5%). This is unsurprising considering these are the only two multiplex cinemas in the Inner Study Area.

8.23 The Vue, Watford is the most popular cinema in both the Watford area (85.5%) and Three Rivers area (64.2%). Cineworld, Jarman Square, Hemel Hempstead is the most popular destination in the Dacorum area (78.0%). The most popular cinema in the Hertsmere area is the Reel, Borehamwood, which 40.0% of visitors said they last visited on a trip to the cinema. The Odyssey is the most popular cinema in the St Albans area (27.9%) but is very closely followed by Cineworld Jarman Square (27.4%).

Restaurants

8.24 The NEMS Household Survey indicated that visiting restaurants is the most popular leisure activity, with 71.5% of respondents within the Inner Study Area identifying this as the leisure activity they participate in the most.

8.25 The survey results for Question 35 indicate that residents residing in the St Albans area are most likely to dine out (79.8%). In comparison, residents living in the Watford area are least likely to make a trip to a restaurant (64.2%).

8.26 The results also indicated that Watford Town Centre is the most popular location within the Study Area to carry our restaurant trips (10.0%). As respondents residing in the Watford area have the lowest participation rate, this suggests that a large number of residents outside of this area are traveling into Watford Town Centre. This is unsurprising considering Watford's draw as a Regional Centre.

8.27 Residents in the Watford area are most likely to carry out restaurant trips within Watford Town Centre (62.3%). Trips of residents in the Hertsmere area are more varied, with 15.8% visiting Borehamwood most often, 13.1% Potters Bar, 12.8% Radlett and 11.3% Bushey, amongst the highest answers.

8.28 The most popular restaurant destination for residents within the Three Rivers area is Rickmansworth (19.6%), closely followed by Watford Town Centre (18.2%). Residents in the Dacorum area are most likely to go to Hemel Hempstead (38.3%) to make a trip to a restaurant. This is likely to reflect the

particularly strong food and drink offer in Hemel Old Town. Jarman Park in Hemel Hempstead also features a number of restaurants. Berkhamsted also features prominently for residents in Dacorum, with around 32% of residents visiting regularly.

8.29 Residents of the St Albans Area are most likely to visit St Albans to go to restaurants (41.6%) followed by Harpenden (20.8%). As evidenced in our Heath Checks (Appendix C), both these centres have a particularly strong food and drink offer.

8.30 Therefore, whereas residents within the Watford area, Hertsmere area, Dacorum area and St Albans area carry out most restaurant trips locally, residents within the Three Rivers area are more likely to travel further afield.

Bars, Pubs, Social Clubs and Nightclubs

8.31 Q35 of the survey shows that 43.7% of residents within the Study Area visit a bar, pub, social club or night clubs regularly. Residents within the Three Rivers area (49.1%) are most likely to participate in these activities, followed by the Dacorum area (48.8%), the St Albans area (45.4%), the Watford area (37.8%) and, lastly, the Hertsmere area (34.6%).

8.32 Watford Town Centre is the most popular destination to carry out trips to a bar, pub, social club or night club (10.1%) followed by St Albans City Centre (7.6%). As with restaurant trips, residents within the Watford area, Hertsmere area, St Albans area and Dacorum area are most likely to carry out local trips, whereas residents within Three Rivers are more likely to leave the local area to visit a bar, pub, social club or nightclub.

Ten Pin Bowling

8.33 In total, 15.1% of Study Area respondents play ten pin bowling. Residents within the Watford area are most likely to participate in this activity (27.6%). This is likely to reflect the presence of Hollywood Bowl, Watford, which is the only ten pin bowling facility within the Study Area. Unsurprisingly, Hollywood Bowl, Watford is the most popular ten pin bowling facility within the Watford area (100%), Hertsmere area (62.8%), Three Rivers area (85.3%), St Albans area (64.1%) and the Dacorum area (64.1%) as well as the Study Area as a whole, with 68.8% of all respondents carrying out their bowling trips there.

Bingo

8.34 Only 1.5% of Study Area residents participate in bingo. The activity is most popular in the Hertsmere area where 3.1% of respondents play bingo.

8.35 Gala in Borehamwood is the most popular with 54.4% of Study Area residents who play bingo visiting this venue most often. No trips were recorded at the Raging Bull, St Albans, which, apart from Gala, Borehamwood, is the only other Bingo facility in the Study Area. Hertsmere and St Albans residents are the only ones who undertake the majority of their bingo trips within the Study Area itself, whereas residents of Watford, Three Rivers and Dacorum make most of their trips outside of the Study Area.

Theatres Galleries and Museums

8.36 Question 35 of the NEMS Household Survey suggests that cultural trips are the second most popular leisure activity, with 54.6% of respondents visiting the theatre, galleries or museums regularly.

8.37 In all Council areas, trips to theatres, galleries and museums are most likely to be carried out in Central London (71.3%) reflecting the excellent access links into the city.

Need for Additional Leisure Facilities

8.38 Question 44 of the household survey found that the majority of respondents across the five Council areas (68.8%) did not identify any leisure facilities that they wished to see more of. This suggests that residents are largely happy with the provision of facilities. Such a response is typical of our surveys across the UK.

8.39 In Figure 8.3 we isolate the responses of each Council area to identify what the main requests for new leisure facilities were from residents in each area. More than one suggestion was allowed.

8.40 The results show that a new swimming pool was the most requested leisure facility (7.6% across the Study Area), with a new cinema (6.3%) and bowling alley (3.8%) showing up as the second and third most popular requests.

8.41 The highest demand for a swimming pool was from the border zones outside of the Inner Study Area (10.8%). The highest demand for a cinema was within the Hertsmere area where 9.4% of residents

would like to see additional facilities. The demand for cinemas within the Study Area will likely be satisfied by the impending cinema developments in Watford and Hemel Hempstead Town Centres.

Figure 8.3 | Leisure Facilities residents wish to see more of (%)

Activity	Study Area Average	Watford Area (Zones 1 – 2)	Hertsmere Area (Zones 3 – 6)	Three Rivers Area (Zones 7 – 10)	Dacorum Area (Zones 11-14)	St Albans Area (Zones 18, 19, 21)	Border (Zones 15, 16, 17, 20, 22)
None or don't know	68.8%	78.3%	65.0%	71.3%	63.5%	70.9%	67.9%
Swimming Pool	7.6.%	6.3%	4.1%	6.2%	3.7%	3.1%	10.8%
Cinema	6.3%	6.2%	9.3%	2.9%	2.0%	6.8%	7.3%
Bowling Alley	3.8%	0.0%	4.8%	1.1%	7.9%	4.6%	3.6%
Theatre	3.5%	1.2%	1.2%	0.7%	5.1%	3.8%	4.3%
Restaurants and Cafes	2.6%	3.9%	2.9%	3.0%	6.7%	2.5%	1.4%
More sports facilities (football pitches, tennis courts)	2.5%	3.2%	2.6%	1.7%	2.0%	4.5%	1.8%
Health and fitness (gym)	2.3%	2.4%	2.7%	1.6%	2.7%	1.2%	2.5%

Source: Question 44 of NEMS Household Survey, Appendix D (multiple responses allowed to this question)

Capacity for Additional Leisure Facilities

8.42 Having identified existing market shares and examined the demand for new facilities from the authority area's residents, we consider here the potential supply-side issues for the provision of new leisure facilities. The purpose of this assessment is to examine the realism and viability of actually providing for new facilities.

8.43 Due to the nature of the leisure market, we have chosen to adopt a different assessment methodology from that used to analyse the quantitative capacity in the retail market. The reason for this primarily relates to the degree to which the leisure market is disaggregated. However, the lack of reliable data

for a number of leisure uses is also an influencing factor; as the data available is not sufficient and would not represent credible information from which we can base our assessment.

8.44 The findings of the NEMS household survey allow us to assess the market share secured by facilities within the Council areas and the wider Study Area for a variety of leisure sectors. As such, we have undertaken a 'benchmarking' exercise by referencing the estimated increases in the Study Area population. The results of the 'benchmarking' exercise have been used to inform our conclusions with regards to the prospective future need for additional commercial leisure facilities.

Estimated Study Area Population

8.45 In Section 5 of this Retail and Leisure Study, we set out our assessment of how the Study Area's population will grow at regular year intervals from 2017 to 2036 (i.e. at 2017, 2021, 2026, 2031 and 2036). We have calculated the existing population within each postal code sector using Experian Micromarketer G3 data.

8.46 As outlined in Section 5, this Retail and Leisure Study looks at four population forecasts for the Study Area. In order to gauge the reasonable demand for all four scenarios, for the purpose of this chapter, we have looked at two population forecasts – Scenario 2 (the lowest growth scenario) and Scenario 4 (the highest growth scenario).

Health and Fitness Capacity

8.47 A May 2017 report from, the Leisure Database Company[45] identifies that the level of health and fitness clubs in the UK is higher than it has ever been before, with more clubs and more members. In terms of membership rates across the whole of the UK, the Leisure Data Base Company outlines that 14.9% of the UK's population are registered members at private health and fitness clubs meaning that 1 in every 7 people is a member of a gym. In 2017 there were in the region of 6,728 health and fitness clubs operating across the UK (up from 6,435 in 2016). The biggest area of growth has come from low cost gyms. The 2017 report concludes that there are now over 500 low cost clubs, which account for 35% of membership in the private sector.

[45] State of the UK Fitness Industry 2017, Leisure Database Company, May 2017

8.48 In 2017, the UK population was calculated at 66.2 million[46], and therefore, we calculate there to be on average one club for every 9,839 persons. Our calculations are summarised in Figures 8.4 (Scenario 2) and 8.5 (Scenario 4).

8.49 As outlined at the beginning of this chapter, when estimating the potential requirement for additional health and fitness facilities in the authority areas, we have considered only the capacity within the combined Council areas themselves, rather than the wider Study Area (so, excluding Zones 15-17 and 20-22). The reason for this is that it is typical customer behaviour to travel shorter distances to seek out health and fitness facilities in convenient locations close to their home or place of work compared to other leisure facilities (e.g. cinema, bowling, theatre). Such trips are likely to be completed by a single person on a regular basis - i.e. one to two times a week, as shown by the household survey. The type and frequency of trips varies greatly for cinema and ten pin bowling activities. Visits to these kinds of leisure facilities are typically completed on a much less frequent basis and undertaken by groups of people and/or families. As a consequence, participants in cinema or ten pin bowling activities are more willing to travel further distances.

8.50 The household survey results suggest that 85.7% of residents within the authority areas currently carry out their health & fitness activities within the Inner Study Area. We term this the 'Retention rate', and use it as a benchmark (assumed to be constant) to underpin our assessment of the number of additional facilities that can be supported in the Inner Study Area over time. As would be expected, there is a wide degree of variation in the retention rate (being the proportion of spending from residents of authority areas at facilities within their boundaries).

8.51 For Scenario 2, the Inner Study Area has an identified estimated population of 623,446 at 2017, increasing to 718,932 at 2036. Based on the current retention rate identified above, we calculate that the authority areas could support around 54 health and fitness clubs at the current time, increasing to around 63 clubs at 2036.

8.52 Turning to Scenario 4, the Inner Study Area has an estimated population of 628,190 at 2017, increasing to 813,828 at 2036. Based on the assumed benchmark, we calculate that the authority areas could support around 71 clubs at 2036.

[46] Extrapolation of data by United Nations, Department of Economic and Social Affairs, Population Division. World Population Prospects: The 2017 Revision.

Figure 8.4 | Scenario 2: Health and Fitness Centre Requirement

Year	Inner Study Area	Retention of Health and Fitness Trips	Typical Population Required to Support Centre	Potential No. of Clubs Supported by the Area
2017	623,446	534,231	9,839	54
2021	643,548	551,456	9,839	56
2026	668,676	572,988	9,839	58
2031	693,804	594,521	9,839	60
2036	718,932	616,053	9,839	63

Note: Typical population to support a health and fitness club derived from the Leisure Database Company Research (2017)

Figure 8.5 | Scenario 4: Health and Fitness Centre Requirement

Year	Inner Study Area	Retention of Health and Fitness Trips	Typical Population Required to Support Centre	Potential No. of Clubs Supported by the Area
2017	628,190	538,296	9,839	55
2021	667,272	571,785	9,839	58
2026	716,124	613,647	9,839	62
2031	764,976	655,508	9,839	67
2036	813,828	697,369	9,839	71

8.53 There are a total of 22 publically owned leisure complexes in the combined Council area;

- Watford Leisure Centre (Watford Borough Council)
- Watford Leisure Centre, Woodside (Watford Borough Council)
- William Penn Centre (Three Rivers District Council)
- The Centre (Three Rivers District Council)
- Sir James Altham Swimming Pool (Three Rivers)
- Hertswood Leisure (Hertsmere Borough Council) (currently under re-construction)
- The Venue (Hertsmere Borough Council)

- Furzefield Centre (Hertsmere Borough Council)
- Bushey Grove Leisure Centre (Hertsmere Borough Council)
- Westminster Lodge Leisure Centre (St Albans City and District Council)
- Redbourn Leisure Centre (St Albans City and District Council)
- Coltandswick Lesiure Centre (St Albans City and District Council)
- Batchwood Golf Course and Sports Centre (St Albans City and District Council)
- Harpenden Sports Centre (St Albans City and District Council)
- Gadebridge Park (Dacorum Borough Council)
- Everyone Active , Jarman Park (Dacorum Borough Council)
- Everyone Active, Hemel Hempstead (Dacorum Borough Council)
- Everyone Active, Longdean (Dacorum Borough Council)
- Everyone Active, Kings Langley (Dacorum Borough Council)
- Everyone Active, Langley Meadows (Dacorum Borough Council)
- Everyone Active, Berkhamsted (Dacorum Borough Council)
- Everyone Active, Tring (Dacorum Borough Council)

8.54 There are a few larger private members clubs in the Council areas, including Nuffield Health (Dacorum, Three Rivers, St Albans) and David Lloyd (Hertsmere).

8.55 The research completed by Nexus has also identified a number of small private health and fitness clubs in the combined Council areas (40 in total). These are of varying sizes, and include a mix of low cost chains such as Anytime Fitness (Dacorum) Pure Gym (Hertsmere), Fitness 4 Less (Watford, Dacorum), Fitness First (St Albans) and The Gym (Watford, Hertsmere, Dacorum) as well as independent clubs.

8.56 This brings the total health and fitness centre provision to 62 different facilities across the combined

area. It is also important to note that there will also be a limited number of smaller clubs that have not been identified as part of our assessment.

8.57 The current provision of 62 health and fitness facilities across the Inner Study Area is slightly above the existing demand for both Scenario 2 (54 health and fitness facilities) and Scenario 4 (55 health and fitness facilities). However, by the end of the plan period (2036) this demand is estimated to increase to 63 facilities for Scenario 2 and 71 facilities for Scenario 4.

8.58 Therefore, towards the end of the plan period Scenario 4 shows some demand for additional health and fitness facilities. No additional demand for such facilities is forecast for Scenario 2.

8.59 In our experience, the Council areas have a particularly strong representation of larger publically owned leisure complexes. The increasing trend of smaller 'budget gyms' also contributes to the high number of gyms located within the Study Area.

8.60 In summary, we would not recommend that the Councils plan for any further facilities at this time. Notwithstanding this, and in keeping with NPPF policy on encouraging healthy activities, the Councils should assess the principle of new health and fitness developments coming forward on their own merits.

Cinema Capacity

8.61 The Combined Council areas have the following cinemas;

- Vue, Woodside Leisure Park , Watford– 11 screens , 1,840 seats (Watford Borough Council)
- Reel Cinema, Borehamwood – 4 screens, 580 seats (Hertsmere Borough Council)
- The Rex, Berkhamsted – 1 screen, 350 seats (Dacorum Borough Council)
- Cineworld, Jarman Square, Hemel Hempstead – 17 screens, 1,788 seats (Dacorum Borough Council)
- Odyssey, St Albans- 1 screen, 426 seats (St Albans City District Council)

8.62 Therefore, the total supply within the inner Study Area is 34 screens and 4,984 seats. In addition to the cinemas outlined above, we note that the Watersmeet Theatre in Rickmansworth and Wyllyotts Theatre in Potters Bar offer part time showings.

8.63 The NEMS Household Survey outlines that cinemas across the authority areas attract 53% of all cinema trips made by residents of the Study Area. In 2016, the Cinema Advertising Association identifies that total cinema admissions were 168.3 million with the national average being 2.6 trips per person.

8.64 The Cinema Advertising Association identifies 788 cinema facilities with 4,194 screens in the UK. Lichfield's Cinescope database identifies approximately 800,000 cinema seats in the UK. In 2016 (the most recently available public data) the national yearly average was 210 trips per seat or 40,000 cinema trips per screen.

8.65 As shown in Figures 8.6 and 8.7, in order to gauge the number of cinema seats that can be supported by the Study Area, (in population Scenario 2 and 4) we have calculated the anticipated cinema attendance (based on the national average of 2.6 trips per person). The Inner Study Area's current cinema trip retention has also been taken into account (80.6% of all cinema trips).

Figure 8.6 | Scenario 2: Cinema Screen Capacity

Year	Inner Study Area Population	Number of Cinema Visits Per Person	Total Cinema Attendance	Cinema Trip Retention	Trips per seat	Cinema Seats Supported by the Area
2017	623,446	2.6	1,620,960	1,306,980	210	6,224
2021	643,548	2.6	1,673,225	1,349,121	210	6,424
2026	668,676	2.6	1,738,558	1,401,799	210	6,675
2031	693,804	2.6	1.803,890	1,454,477	210	6,926
2036	718,932	2.6	1,869,223	1,507,155	210	7,177

Source, Lichfields, Cinescope (2016)

Figure 8.7 | Scenario 4: Cinema Screen Capacity

Year	Inner Study Area Population	Number of Cinema Visits Per Person	Total Cinema Attendance	Cinema Trip Retention	Trips per seat	Cinema Seats Supported by the Area
2017	628,190	2.6	1,633,294	1,316,925	210	6,271
2021	667,272	2.6	1,734,907	1,398,856	210	6,661
2026	716,124	2.6	1,861,922	1.501,268	210	7,149
2031	764,976	2.6	1,988,938	1,603,681	210	7,637
2036	813,828	2.6	2,115,953	1,706,093	210	8,124

Source, Lichfields, Cinescope (2016)

8.66 Our benchmarking exercise in relation to Scenario 2 (see Figure 8.6) estimates that (taking retention rates into account) there would be around 1,306,980 cinema admissions in 2017, and that by 2036 this would increase to around 1,507,155 admissions. Based on the national average of 210 trips per seat, we are then able to calculate the number of seats that can be supported in the area.

8.67 Figure 8.6 illustrates that, based on population Scenario 2, an average of 6,224 cinema seats can be supported by the Inner Study Area in 2017 rising to 7,177 in 2036.

8.68 In relation to Scenario 4 (Figure 8.7), an average of 6,271 cinema seats can be supported by the Study Area in 2017 rising to 8,124 in 2036.

8.69 This exercise suggests that the existing provision of 4,984 cinema seats is below that which the population could support. We are however aware of developments coming forward for multi-screen cinemas in both Watford Town Centre and Hemel Hempstead Town Centre. Plans for a new Cineworld as part of the Intu redevelopment in Watford will include 9 new screens. The new Marlowes re-development in Hemel Hempstead will also include 9 new screens. It is anticipated that both these developments will be delivered in the plan period.

8.70 The new cinema development in Hemel Hempstead will have 784, whilst the new cinema in Watford will hold 1,512 seats. This will bring the total number of cinema seats in the Inner Study Area to around 7,300. This level of provision will meet the Inner Study Area's demand up until and beyond 2036 for population Scenario 2, and up to 2031 for population Scenario 4.

8.71 Under Scenario 4, additional demand is identified up to 2036. However, taking into consideration the part time cinema screens in the area, including at Wyllyotts Theatre in Potters Bar, and Watersmeet Theatre in Rickmansworth, as well as the close proximity and popularity of cinemas outside the Study Area (Vue Harrow and Odeon Hatfield), we consider the existing and planned 7,300 seats to be sufficient in meeting the demand for cinema trips during the plan period.

Ten Pin Bowling Capacity

8.72 Mintel is a global provider of Market Research, who provide information on trends and insight in the leisure sector. In terms of data on ten pin bowling trends in the UK, they are one of the only providers. As such, we have looked to Mintel research to provide a general indication of the average number of ten pin bowling lanes per resident in the UK.

8.73 Ten pin bowling has generally experienced a decline over the last decade, with a gradual reduction in the number of facilities. In 2014, Mintel identified that there were 5,617 bowling lanes[47], a decrease since 2011 where 5,773 bowling lanes were identified[48]. Taking into account the UK population at the time this data was produced (64.6 million[49]), this equates to one lane for every 11,500 persons. We set this analysis out for population Scenario 2 and Scenario 4 in Figure 8.8 and Figure 8.9.

8.74 There is currently just one ten-pin bowling facility in the local authority areas, Hollywood Bowl, Woodside Leisure Park in Watford which has 26 lanes.

8.75 The retention rate for Inner Study Area residents' trips to ten-pin bowling facilities has been taken into account (79% of all trips) in order to calculate the number of additional lanes that can be supported in the Inner Study Area.

8.76 Figures 8.8 and 8.9 indicate that, based on the assumed benchmark, (and taking the Inner Study Areas retention rates into consideration), Scenario 2 population could support around 50 lanes during the plan Period up to 2036, compared to Scenario 4 population, where 56 lanes could be supported up to 2036. This significantly exceeds the current level of provision.

8.77 Taking this anticipated extra demand into account, it is likely that an additional ten pin bowling facility could be supported in the Study Area within the plan period. Further evidence of this is that 3.8% of respondents to Question 44 of the NEMS Household Survey identified ten-pin bowling as a facility that they would like to see more of, making it the 4th most popular answer.

8.78 However, whilst we carry out a similar benchmarking exercise for ten pin bowling as with cinema, health and fitness and retail to identify a theoretical capacity for new facilities, ten pin bowling differs from

[47] 'Tenpin Bowling – UK' Mintel, May 2014
[48] 'Tenpin Bowling – UK', Mintel, November 2011
[49] As identified by the Office for National Statistics' Population Estimates for the UK 2014

the aforementioned activities in that current trends show that demand is consistently falling. As such, new developments cannot be planned for through allocations due to the variability of the market. Notwithstanding this, the exercise outlined in Figure 8.8 and Figure 8.9 identifies what capacity there will be, should such investors come forward over the plan period.

8.79 However, with demand falling in general, and with there being a number of nearby alternatives outside the Study Area, we would not recommend that the Councils plan for any further facilities at this time. Therefore, should such investors come forward within the Study Area for a new facility, we would recommend considering the application on its merits, noting the latent spending capacity across the Inner Study Area.

Figure 8.8 | Scenario 2: Ten Pin Bowling Capacity

Year	Inner StudyArea	Retention of Ten Pin Bowling Trips	Typical Population Required to Support a Ten Pin Bowling Lane	Potential Number of Lanes Supported in the Inner Study Area
2017	623,446	494,891	11,500	43
2021	643,548	510,848	11,500	44
2026	668,676	530,795	11,500	46
2031	693,804	550,742	11,500	48
2036	718,932	570,688	11,500	50

Source: Tenpin Bowling – UK' Mintel

Figure 8.9 | Scenario 4: Ten Pin Bowling Capacity

Year	Inner Study Area	Retention of Ten Pin Bowling Trips	Typical Population Required to Support a Ten Pin Bowling Lane	Potential Number of Lanes Supported in the Inner Study Area
2017	628,190	498,657	11,500	43
2021	667,272	529,681	11,500	46
2026	716,124	568,459	11,500	49
2031	764,976	607,238	11,500	53
2036	813,828	646,017	11,500	56

Source: Tenpin Bowling – UK' Mintel

Restaurants, Bars and Café Capacity

8.80 We have undertaken an assessment of the potential capacity for additional food and beverage floorspace across the key centres of the authority areas, utilising current market shares as identified through the household survey, population and spending growth rates and benchmarking against current levels of provision. This exercise identifies the future spending available to support additional food and beverage floorspace (in the form of restaurants, bars, café etc.) over the plan period.

8.81 This approach is not prescriptive, but instead provides an indication of the scope for future development to be supported, in addition to the findings of the assessments of the key centres.

8.82 Experian provides localised data on spending on restaurants and cafés per capita, which includes spending on alcoholic drinks (away from home) and take-away meals (Table 2 at **Appendix H**). This spending ranges widely across the Study Area, from a high of £1,783 per annum (Zone 9, Chorleywood & Sarratt) to £1,132 per annum (Zone 20, Hertsmere Southern Fringe).

8.83 Taking into account the population growth, and anticipated leisure spending growth rates from Experian, we calculate a total spend across the Study Area from £1,623m (low population growth) and £1,630m (high population growth) at 2017, rising to £2,321m (low population growth) and £2,483m (high population growth) by 2036 (Table 3 at **Appendix H**).

8.84 This spending is then attributed to the restaurant and café facilities across the authority area's key centres (Tables 5-9 at **Appendix H**). As would be expected, there is a wide degree of variation in the retention rate (being the proportion of spending from residents of authority areas at facilities within their boundaries).

8.85 Restaurants, cafés etc. in Watford attracted 118% of the Borough's total food and beverage spending, indicating a high degree of inflow from across the wider Study Area. Facilities in Three Rivers only accounted for 48% of spending, which would suggest that residents of the District travel further afield for food and beverage trips, in addition to visiting restaurants and cafés in Three Rivers.

8.86 Growing the turnover of facilities from current levels on the basis of comparison goods[50] growth rates from Experian to account for growth through extensions and trading efficiencies over the plan period (Table 11 at **Appendix H**), we find the anticipated spending surplus (or deficit) under each population scenario.

8.87 Under Scenario 4 (being the highest population growth scenario), we find a total food and beverage spending surplus across the five authority areas of £11.8m at 2021, growing to £56.5m by 2036.

8.88 However, Scenario 2 (low population growth) suggests a trading deficit over the plan period, which would suggest that the turnover of existing facilities across the authority areas will grow at a faster rate than the expenditure generated by the forecast population growth under this scenario (Table 12 at **Appendix H**).

8.89 Adopting an average sales density of £5,000 per sq m at 2017 (again, projected to grow in line with comparison goods growth rates provided by Experian) we calculate the typical restaurant and café floorspace that could be supported by the identified surplus expenditure (Table 12 at **Appendix H**).

[50] We are not aware of any reliable forecast data for restaurant trade growth, and so have linked this growth to published comparison goods spending as we consider that both are the closest aligned to disposable income spending.

Figure 8.10 | Restaurant and Beverage Floorspace Capacity Distribution (2036)

Destination	Capacity for additional floorspace at 2036 (sq m)	
	Scenario 2 (low population growth)	Scenario 4 (high population growth)
Watford	-1,807	1,599
Others | Watford	-40	52
Total | Watford	**-1,847**	**1,651**
Bushey	-243	307
Radlett	-263	359
Borehamwood	-146	286
Potters Bar	-323	441
Others | Hertsmere	-34	69
Total | Hertsmere	**-1,009**	**1,461**
Rickmansworth	-573	327
Others | Three Rivers	-509	402
Total | Tree Rivers	**-1,082**	**728**
Hemel Hempstead	-557	1,539
Berkhamsted	-424	653
Tring	-153	182
Others | Dacorum	-143	274
Total | Dacorum	**-1,276**	**2,647**
St Albans	-1,603	772
Harpenden	-628	195
Others | St Albans	-235	109
Total | St Albans	**-2,466**	**1,076**

Source: Appendix H (Table 13)

8.90 As shown at Figure 8.10, at the highest population forecast (Scenario 4) this surplus expenditure could support 1,651 sq m gross floorspace in Watford at 2036, 1,461 sq m in Hertsmere, 728 sq m in Three Rivers, 2,647 sq m in Dacorum and 1,076 sq m in St Albans on the basis of current market shares.

8.91 As referenced above, this is not a prescriptive exercise, particularly in light of the expenditure deficit identified under the lowest population growth forecast (Scenario 2). As such, we do not recommend that any centre would require specific intervention in the form of large-scale allocations to meet the identified capacity over and above any gaps identified through the qualitative assessments of the key

centres and smaller units that come forward as planning applications over the plan period.

8.92 Restaurants, cafés and bars remain an essential function of healthy town centres, drawing residents to the area, increasing 'dwell time' and supporting the evening economy. Such facilities should be promoted, providing that such uses would not adversely impact the operation or function of existing retail provision and the vitality and viability of the town centres.

Theatres, Concert Halls, Museums and Art Galleries

8.93 The combined council areas offer the following cultural facilities:

Dacorum Borough Council

- The Old Town Hall Theatre, Hemel Hempstead
- The Boxmoor Play House, Hemel Hempstead
- Vyne Theatre, Berkhamsted
- Dacorum Heritage Trust, Berkhamsted
- Natural History Museum, Tring

Hertsmere Borough Council

- The Ark Theatre, Borehamwood (currently under re-construction)
- Wyllotts Theatre, Potters Bar
- The Radlett Centre, Radlett
- Potters Bar Museum, Potters Bar
- Elstree and Borehamwood Museum, Borehamwood
- Bushey Museum and Art Gallery, Bushey
- De Havilland Aircraft Museum, Shenley

Three Rivers District Council

- Watersmeet Theatre, Rickmansworth
- Three Rivers Museum, Rickmansworth

St Albans City and District Council

- The Alban Arena, Civic Centre, St Albans
- Harpenden Public Halls, Harpenden
- Abbey Theatre, St Albans
- Maltings Arts Theatre, St Albans
- Verulamium Museum, St Albans

Watford Borough Council

- Watford Palace Theatre, Watford
- Pump House Theatre and Arts Centre, Watford
- The Colosseum, Watford
- Watford Museum, Watford

8.94 In addition to the above, following a two year restoration project, a new museum and gallery is due to open in St Albans City Centre in June 2018. The museum will be located within the Grade II listed Town Hall in between Market Place and Chequer Street.

8.95 With 23 main cultural facilities identified across the inner Study Area, it is considered that there is a strong representation of theatres, museums and art galleys across SW Herts. This will be boosted further by the opening of the museum in St Albans City Centre later this year.

8.96 It is noted that there may also be a number of smaller more localised cultural facilities across the Study Area that have not been included in the list of main facilities outlined above.

8.97 In addition, the NEMS household survey results clearly illustrated that Central London is by far the most popular destination for cultural facilities with 71.3% of respondents travelling into the capital to carry out trips to the theatre, museum or art gallery. This reflects the particularly strong transport links across the Study Area into Central London and the international draw to the City Centre.

8.98 Taking this into account, we do not consider there to be demand for additional cultural facilities across the Study Area during the plan period.

Summary

8.99 As part of this Retail and Leisure Study, Nexus has measured the popularity and scale of existing leisure provision against 'benchmarks' in order to ascertain whether there are any gaps in the market where demand is not being met by existing provision.

8.100 In terms of existing market shares, the majority of residents currently make leisure trips within the Study Area. Trips are particularly focused around the higher order towns of Watford, St Albans and Hemel Hempstead, with a notable number of visits also taking place at Borehamwood and Rickmansworth.

8.101 A fair amount of residents are carrying out their leisure activities within Central London. This is to be expected taking account of strong transport links and the appeal of visiting leisure facilities near places of work (particularly health clubs and restaurants).

8.102 Turning to consider the requests for new facilities (Question 44 of the household survey); there were no substantial numbers in any one category, with 68.8% of respondents unable to identify any particular need. In our experience of similar studies across the UK, this is in line with the average of what might be expected, and suggests that provision in the area generally meets its residents' expectations.

8.103 The second highest demand across the Study Area after 'nothing' or 'don't know' was for a new swimming facility (7.6%) followed by cinema facility (6.3%). However, taking the two impending cinema developments (in both Watford and Hemel Hempstead) into consideration, it is assumed this demand will be satisfied.

8.104 Limited capacity shown to exist for new health and fitness clubs and for additional cinema seats. There is identified capacity for additional bowling facilities and the potential for additional food and beverage floorspace capacity depending on population growth.

8.105 The Inner Study Area is well provided for in terms of large leisure centre facilities, but we suggest that demand for health and fitness clubs could be further satisfied with the introduction of additional low cost gyms during the plan period.

8.106 The development of two new multi-screen cinemas in Watford and Hemel Hempstead is likely to meet the demand for extra cinemas seats and, whilst the potential demand for a new bowling facility over the plan period is identified, national trends recognise that this is an activity reducing in popularity and much of the demand is absorbed into surrounding high order town centres.

8.107 In light of our findings, we do not recommend that it is necessary for the Councils to plan for any significant new major leisure facilities over the plan period by way of specific site allocations.

8.108 Notwithstanding the above, and in line with the general provision of the NPPF and reduced trip distances, this demand should be regularly reviewed and the Councils should always be open to the provision of additional facilities in sustainable locations.

9.0 Recommendations and Future Strategy

Introduction

9.1 This combined Retail and Leisure Study has been instructed in order to inform the evidence base to support the emerging local plans being prepared for Dacorum Borough Council, Hertsmere Borough Council, Three Rivers District Council, Watford Borough Council and St Albans City & District Council up to 2036.

9.2 In the preceding sections we have considered the health of existing centres within the five local authority areas, where residents currently travel for their retail and leisure needs, and, based on an assessment of existing market shares and population/ expenditure growth, what potential cumulative capacity there is for additional retail and leisure floorspace within each local authority area.

Scope of our Brief

9.3 The original Brief for the combined Retail and Leisure Study was issued in July 2017. The Brief was informally updated to include St Albans City & District in February 2018.

9.4 Under the original Brief, we were asked to prepare an "*NPPF and NPPG compliant Retail and leisure Study, which provides the councils with an objective assessment of retail and leisure development needs, together with a clear understanding of retail and leisure provision and possible local authority planning and strategic responses*".

9.5 In order to satisfy this, the Brief asked that Nexus report back on a number of set objectives. The preceding sections of this report establish a baseline for many of these objectives, and we do not repeat in full our findings in this section in every respect. Our baseline evidence though does allow us to formulate conclusions on a number of objectives related to future strategies for each of the five authorities, and we focus in on those aspects. For completeness though, we work through the key objectives below and detail where our core findings can be found, adding further strategic suggestions where relevant.

Response to Objectives

A. Outline recent retail trends at national, regional and local levels

9.6 In Section 2 we set out a detailed assessment of the prevailing retail trends. We have also supplemented this with an analysis of leisure trends. As a summary, it is evident that consumer spending is very volatile. The past decade has seen prosperity and low unemployment contrasted to a sharp economic recession, significant technological advances which affect the way in which we shop, the current political and economic uncertainties around 'Brexit', as well as a number of different Planning regimes. Each of these factors has to different extents fundamentally altered the way in which we choose to carry out our retail and leisure spending. Established retailers continue to struggle to keep pace, with many well-known brands ceasing to trade (most recently Toys R Us and Maplin). However, at the same time there is huge growth in e-tailing and our café and restaurant culture (though equally there are very recent signs of a slow down there too).

9.7 On a local level, there is also significant planned or proposed retail growth in neighbouring authority areas such as Luton and Barnet, the impacts of which on South West Hertfordshire can only be speculated upon at the moment. Alongside this, we are asked to consider four different housing scenarios as part of this Study, suggesting a degree of uncertainty with regard to potential population growth.

9.8 As a conclusion, there has rarely been a less certain time to forecast retail and leisure needs into the future. We therefore recommend that the Councils take a short/medium-term view on meeting the evolving requirements of their resident populations' retail and leisure needs. We therefore recommend that the Council's place the greatest weight on our forecasts to 2031. Whilst we also forecast to 2036 in line with the Brief, for the reasons we outline, long-range forecasting such as that should be treated with caution under the current climate we have described. Validation of this thought-process comes in the revised NPPF, which advocates allocating sites for town centre uses to meet capacity for a minimum of "at least ten years" rather than over the full plan period (July 2018, Paragraph 86). Notably, we are informed by the authorities that their Plans are likely to be adopted around 2020-2021.

9.9 Accordingly, we recommend that each Council adopts our forecast figures within their emerging spatial policies, but notes a caution over the 2036 figures in particular, and recommend that given the ever-evolving nature of the retail and leisure market, suitable monitoring exercises are put in place over time to assess the changing requirements for bricks and mortar retail and leisure provision. This could include regular health-check exercises, periodic updates to forecasting based on the latest population, expenditure and special forms of trading estimates, or full Retail and Leisure Study Updates.

B. Define the retail market area

9.10 During our early inception discussions, we agreed a suitable Study Area for the South West Hertfordshire region. This is shown at **Appendix A** and formed the basis of our household telephone survey of 2,200 households, the analysis of which is contained at **Appendix E**. Our Study Area contains 22 Zones defined by postcode geography. Each Zone represents either a constituent part of an individual local authority area (cumulatively we have titled these the 'Inner Study Area'), or are Zones beyond the Inner Study Area which we utilise to assess the degree of 'inflow' of trade from immediately adjoining areas. In this way, we are able to build an accurate picture of the market share of the Inner Study Area as a whole, each of the five local authority areas, and each of the major retail and leisure destinations within those authority areas.

C. Analyse how the retail and leisure sector within the Study Area fits within the wider sub-region

9.11 Our full market share analysis is set out in Section 6. We have analysed a number of aspects, but in terms of the overall headlines, we set out in Figure 9.1 below our findings in terms of comparative market share within the Inner Study Area.

Figure 9.1: South West Hertfordshire Market Share Assessment

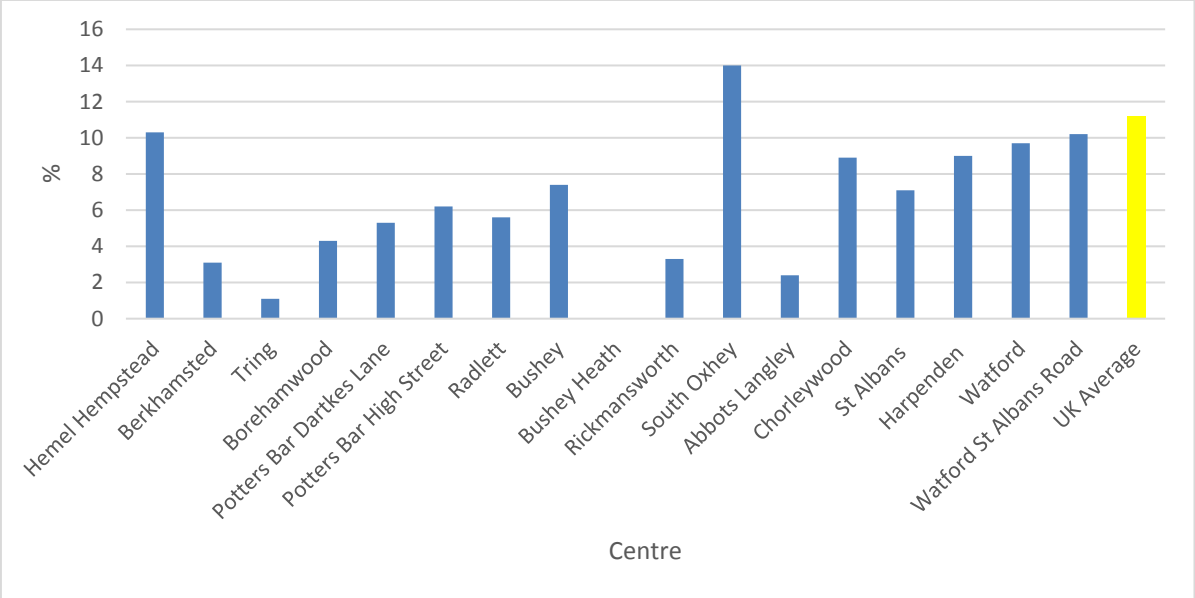
Area	Convenience Goods market Share	Comparison Goods market share
Hertsmere	7.7%	3.5%
Three Rivers	5.7%	1.3%
Dacorum	15.1%	10.5%
Watford	12.3%	25.8%
St Albans	12.3%	10.0%
Inner Study Area	***53.2%***	***51.2%***
Elsewhere	46.8%	48.8%

D. Benchmark the retail sector within each centre against other relevant and comparable locations

9.12 In Section 4 we have utilised Venuescore data to measure the standing of each of the major towns in South West Hertfordshire against comparable locations in the wider sub-region. Whilst this can be a crude measure as it relates solely to the presence and quality of national multiples, it does nonetheless help to define the broad characteristics of each centre, and also allows us to examine how centres have changed over time. Our table at Figure 4.2 highlighted that Watford is the region's highest ranked centre as a Major Regional Centre, with St Albans and Hemel Hempstead following on at the next tier as Regional Centres. We discuss retail hierarchy further under Objective 7 below.

9.13 Throughout the remainder of the study, we have prepared a series of benchmarking exercises to examine our own empirical evidence in order to understand the relative performance of each centre. Some key examples are extrapolated below, where we benchmark the levels of vacancies in each centre under Figure 9.2, and where we examine the market share and turnover of each store or centre for convenience and comparison goods under Figures 9.3 and 9.4.

Figure 9.2 | Comparison of Vacancy Rates by unit (%)



Source: Experian, 2017

9.14 The overall picture is one of general good health (as we explore further under Objective 5 below). The centres within South West Hertfordshire perform well against UK averages, and well against our own considerable experience of preparing retail studies in the South and East of England. We believe that fundamental to this are two things; a) a growing and, for the large part, affluent population, and b) the fact that a relatively large proportion of the area's retail floorspace is met in town centres, as opposed to out-of-centre retail parks. Of the 17 centres we study in detail, only Watford, Hemel Hempstead and St Albans have notable out-of-centre retail parks nearby. This contrasts to many other parts of the country where town centres have been heavily impacted upon by out-of-centre retail facilities. This makes the town centres in South West Hertfordshire, particularly some of the mid-sized centres such as Borehamwood, Berkhamsted and Harpenden, particularly vulnerable to unsustainable, out-of-centre development. Seeking to protect the vitality and viability of those centres, whilst meeting the needs of a growing populations, forms a thread which runs through our ensuing analysis and recommendations. There is also the comparable size and ambitions for large retail developments beyond the Study Area, most notably in Brent Cross and Luton. We also examine this further below.

9.15 Turning to our exercises in benchmarking the financial performance of different centres and stores, Figures 9.3 and 9.4 below set out our findings in terms of comparative market shares and turnover for both convenience and comparison goods.

Figure 9.3 | Convenience Goods - Study Area Market Share by Store (Scenario 1)

Destination	Market Share	Turnover
Tesco Extra, Watford	3.2%	£82.6m
Tesco, Borehamwood	2.9%	£75.5m
Asda, Watford	2.9%	£74.4m
Sainsbury's, London Rd, Hemel	2.8%	£73.1m
Morrisons, St Albans	2.5%	£65.8m
Tesco, Jarman Way, Hemel	2.4%	£63.2m
Waitrose, Berkhamsted	2.1%	£53.5m
Sainsbury's, Cow Lane, Watford	2.0%	£52.8m
Sainsbury's, St Albans	2.0%	£52.7m
Tesco, Tring	1.9%	£49.1m
Morrisons, Watford	1.7%	£44.8m
Sainsbury's, London Colney	1.7%	£44.4m
Sainsbury's, Harpenden	1.7%	£44.2m
Waitrose, Northwood	1.5%	£39.3m
Tesco, Potters Bar	1.4%	£37.1m
Aldi, London Road, Hemel	1.3%	£33.7m
Others	19.2%	£489.5m
Inner Area sub-total	53.2%	£1,375.7m
Others in the Study Area	31.8%	£822.9m
Study Area sub-total	85.0%	£2,198.6m
Others outside the Study Area	15.0%	£388.5m
Total	100.0%	£2,587.1m

Source: Appendix E, Tables 3 and 4

9.16 This exercise showed that a number of large convenience goods stores in South West Hertfordshire dominate the market share. Our assessment in Section 7 benchmarked their performance against company average expectations (derived from Verdict) and concluded that there was a cumulative over-trade amongst stores in South West Hertfordshire of £258.8m against company benchmarks. The performance of individual stores is set out at Table 5 of **Appendix E**.

Figure 9.4 | Comparison Goods - Study Area Market Share by Centre (Scenario 1)

Destination	Market Share	Turnover
Watford Town Centre	21.1%	£873.8m
Hemel Hempstead Town Centre	6.0%	£248.5m
St Albans City Centre	5.6%	£231.7m
Apsley Mills RP, Hemel Hempstead	2.7%	£112.6m
Colney Fields Shopping Park	2.7%	£112.2m
Watford Arches RP, Watford	2.4%	£98.8m
Borehamwood Town Centre	1.7%	£69.9m
Waterfields RP, Watford	1.4%	£56.0m
Berkhamsted Town Centre	1.1%	£45.7m
Abbey View RP, St Albans	0.8%	£31.9m
Harpenden Town Centre	0.7%	£27.9m
Potters Bar Town Centre	0.5%	£22.4m
Colne Valley RP, Watford	0.5%	£19.7m
Tring Town Centre	0.4%	£17.6m
Rickmansworth Town Centre	0.3%	£12.5m
Others in the Inner Study Area	3.3%	£140.1m
Inner Area sub-total	**51.2%**	**£2,121.3m**
Harrow Town Centre	4.3%	£179.5m
Ruislip Town Centre	2.2%	£90.2m
Barnet Town Centre	1.5%	£64.1m
Edgware District Centre	1.3%	£55.0m
Leighton Buzzard Town Centre	1.1%	£45.3m
Others in the Study Area	4.5%	£182.3m
Study Area sub-total	**66.1%**	**£2,737.7m**
Welwyn Garden City Centre	5.0%	£207.0m
Milton Keynes Town Centre	4.8%	£200.8m
Central London	3.8%	£157.6m
Brent Cross Shopping Centre	1.9%	£77.1m
Aylesbury Town Centre	1.8%	£75.7m
Uxbridge Town Centre	1.8%	£72.9m
High Wycombe Town Centre	1.3%	£52.4m
Luton Town Centre	1.2%	£48.6m
Others outside the Study Area	12.3%	£514.0m
Total	**100.0%**	**£4,144.4m**

9.17 Comparison goods stores and centres in South-West Hertfordshire are shown to cumulatively attract over £2.1bn of spending from the Study Area. This is just over half such spending carried out by residents of the Study Area. The relative comparison goods market share and turnover of each centre is benchmarked in Figure 9.4 above.

E. Carry out a health check of retail centres in accordance with the requirements of the NPPG.

9.18 We have carried out a health-check of the primary 17 centres within South-West Hertfordshire. Detailed assessments have been prepared for each centre in keeping with NPPG methodology and are contained at **Appendix C**. Our findings are summarised in Section 4.

9.19 These results show that, on the whole, the centres of South-West Hertfordshire perform well against most indicators. By way of commonly used example of this, 16 of the 17 centres have vacancy rates (by unit) which are below the UK average (see also Figure 9.2). The only centre which exceeds the UK average, South Oxhey, only does so because at the time of writing the centre is being redeveloped through the South Oxhey Regeneration programme. There is also evidence of recent public and private investment in most centres, environmental quality is generally high, and our household survey results indicate a general satisfaction with the quantity and quality of town centre uses. Where there are isolated pockets of dissatisfaction, we consider those separately below where we suggest retail strategy on an authority-by-authority basis.

9.20 From our analysis of the centres, it is clear that each centre functions quite differently, and that there are several tiers to the local shopping hierarchy (see Objective 7 below).

9.21 As shown by our town centre composition and market share analysis, Watford, Hemel Hempstead and St Albans are the largest centres within the five local authorities, and the major comparison retail centres. Watford is the dominant centre in the sub-region, particularly for comparison goods. It attracts more than three times the market share of comparison goods than any other centre in South-West Hertfordshire. Hemel Hempstead and St Albans have similar market shares to each other and perform similar functions. Both are hubs for more day-to-day retail trade west (Hemel Hempstead) and east (St Albans) of Watford. They are however very different in style. Hemel Hempstead is a distinctly modern centre, with a large indoor mall, pedestrianised streets and a number of recent and on-going investments. This main part of the centre (new town) juxtaposes with the old town, which is typified by niche retailers in more dated buildings. St Albans by contrast is a tourist destination by virtue of its cathedral, markets and Roman heritage. It too though has a number of more modern shopping centre extensions which add to its overall viability.

9.22 Interestingly, Watford St Albans Road, also has a large proportion of comparison floorspace, but has the perception of being service based. The elongated high street has a high number of specialised

independent shops, which have a more localised function.

9.23 Berkhamsted, Borehamwood, Harpenden and Rickmansworth, are all smaller than Watford, Hemel Hempstead and St Albans, but function independently, as main centres. Each centre provides a combination of convenience and comparison goods, as well as services. Rickmansworth has a particularly high prominence of financial and business services and Harpenden has a particularly strong food and drink offer.

9.24 Tring, Radlett, Abbots Langley and Chorleywood all function as particularly localised centres, focused around services rather than comparison or convenience goods for local residents.

9.25 When considering geography and composition, the centres of Bushey and Bushey Heath have a complementary relationship. The two centres, located only a mile apart, complement each other. While Bushey provides an oversupply of retail, leisure and financial and business services, Bushey Heath provides much more in the way of convenience and comparison. While on their own, neither centre would be considered particularly viable, together they provide a healthy composition.

9.26 Similar to Bushey and Bushey Heath, the two Potters Bar centres complement each other with their centre composition. While Potters Bar High Street has a particularly high proportion of retail and leisure services, Potters Bar Darkes Lane has a significant offer of comparison goods units and financial and business services.

9.27 It is difficult to conclude how the current South Oxhey District Centre is performing considering the impending redevelopment. Its role in the wider region will become clearer over the coming years.

F. Analyse the structure and performance of the area's existing retail base as well as other relevant main town centre uses

9.28 In the health-checks at **Appendix C** we set out a detailed analysis of the structural composition of each centre. We benchmark the composition of each centre against UK averages provided by Experian Goad, as well as historical composition data prepared by previous retail consultants for each of the authority areas. In Figure 9.5 below, we provide a quick-reference guide to how the composition of each centre compares to the UK average, and whether the time-series data shows each component to be increasing or decreasing over time.

Figure 9.5 | Town Centre Composition – UK Benchmark & Trends

Centre	Benchmark to UK Average (2018)				Time-series Trend*			
	Convenience	Comparison	Services (all)	Vacant	Convenience	Comparison	Services	Vacant
Hemel Hempstead	↓	↑	↑	↓	↑	↓	↑	↑
Berkhamsted	↓	↑	↑	↓	↑	↓	↑	↑
Tring	↓	↓	↑	↓	↑	↑	↓	↓
Borehamwood	↑	↓	↑	↓	↑	↓	↑	↓
Potters Bar (Darkes Lane)	↓	↓	↑	↓	↓	↓	↑	↑
Potters Bar (High Street)	↓	↓	↑	↓	↑	↓	↑	↓
Radlett	↑	↓	↑	↓	↑	↓	↑	↑
Bushey	↓	↓	↑	↓	↓	↓	↑	↓
Bushey Heath	↑	↓	↑	↓	↑	↓	↔	↓
Rickmansworth	↑	↓	↑	↓	↓	↓	↑	↓
Abbots Langley	↑	↓	↑	↓	↔	↓	↑	↓
South Oxhey	↑	↓	↑	↑	↓	↓	↑	↑
Chorleywood	↑	↑	↓	↓	↓	↑	↓	↑
St Albans	↓	↑	↑	↓	↓	↓	↑	↑
Harpenden	↓	↓	↑	↓	↑	↓	↑	↑
Watford	↓	↑	↓	↓	↑	↓	↑	↓
North Watford	↑	↓	↑	↓	↓	↓	↑	↓

* Time series data based on current composition of each centre and compared against historical composition data. The time period for each local authority and each centre varies depending on the available data sets and previous retail studies. Refer to Appendix C – Health Checks for the relevant time period for each centre.

9.29 Figure 9.5 is particularly useful in examining the current composition of each centre relative to the UK and other centres in the same sub-region. Some key aspects of the results are as follows:

- As previously discussed, all centres apart from South Oxhey have vacancy rates below the UK average.
- There is a broadly even split between those centres which provide an above average number of convenience units, and those which provide a below average number of convenience units.
- The majority of centres comprise a below average proportion of comparison goods units. Those which are above the UK average though are Hemel Hempstead, Berkhamsted, Chorleywood, St Albans and Watford.
- The vast majority of centres provide an above average proportion of service units. The only centres which provide a lower than UK average proportion are Watford and Chorleywood.
- Nine of the centres show an increase in convenience goods units since they were last surveyed. This reverses the trends of the early 21st century and is likely to be testament to the rolling back of large foodstore openings in recent years, alongside a growth in smaller high street convenience stores and evidence of a small resurgence in independent convenience goods retailing in specialist sectors.
- In keeping with national trends though, the vast majority of centres have shown a trend decline in comparison goods floorspace. This is inevitably due to the impacts of the internet, as highlighted in Section 2. Two centres though which buck this trend are Tring and Chorleywood, both of which evidence an increase in comparison goods provision.
- Hand in hand with a marked general decline in comparison goods units on traditional high streets, has been an increase in the number of service units. This is evident in South-West Hertfordshire too, with all centres except Tring and Chorleywood experiencing an increase since their last surveys.
- There is a very mixed picture regarding vacancy trends in South-West Hertfordshire, with eight centres showing increases and eight centres showing decreases over time. Set against a national picture of small increases in vacancy rates year-on-year, this perhaps paints an encouraging

picture in South-West Hertfordshire. Borehamwood is most notable in terms of its relative decrease in vacancies.

G. Review each retail/town centre and rank them in a hierarchy

9.30 In Section 3, we detailed the existing hierarchy of town centres in South-West Hertfordshire. The centres are defined by five different authorities, and from Development Plans of different eras, and so it is inevitable that there are currently a range of different centre definitions. These are set out in Figure 9.6 below.

Figure 9.6 | Existing Hierarchy of Centres

Dacorum Borough Council	Hertsmere Borough Council
Hemel Hempstead – Principal Town Centre Berkhamsted – Secondary Town Centre Tring – Secondary Town Centre	Borehamwood – Town Centre Potters Bar (Darkes Lane) – Local Town Centre Potters Bar (High Street) – District Centre Radlett – District Centre Bushey – District Centre Bushey Heath – District Centre
Three Rivers District Council	**Watford Borough Council**
Rickmansworth – Town Centre South Oxhey – District Centre Abbots Langley – District Centre Chorleywood – District Centre	Watford – Town Centre Watford St Albans Road – District Centre
St Albans City and District Council	
St Albans – Minor Sub Regional Centre	
Harpenden – Minor District Centre	

9.31 If we are to view the sub-region as a whole and to propose a single conjoined hierarchy, it is notable that the NPPF fails to provide any clear guidance to differentiate between what should constitute a 'town', 'district' or 'local' centre (providing only a generic definition of a 'town centre').

9.32 Notably, the NPPF glossary clarifies that: *'References to town centres or centres … exclude small parades of shops of purely neighbourhood significance.'* As such, small neighbourhood parades differ from local centres, and are not necessarily protected in planning terms (unless specifically identified for safeguarding within the retail hierarchy).

9.33 As a result, there is flexibility in the ability of local authorities to title and distinguish between different levels of their town centre hierarchies, with the only set definitions being between town centres and neighbourhood centres.

9.34 In our experience, the most commonly used definitions are, in descending order, 'Regional Centres', 'Sub-Regional Centres', 'Major Town Centres', 'Town Centres', 'District Centres' and 'Local Centres'. We utilise these titles in our suggested hierarchy. We define the hierarchy based on our detailed assessment of market shares, as well as the size of the centre (i.e. number of unit and floorspace) and composition of each centre (i.e. the range of facilities which are present). This provides us with an understanding of the reach of each centre in convenience, comparison and leisure terms. Whilst we do not assess in detail some other town centre uses such as hotels and offices, we are mindful of their presence in each centre. Our suggested hierarchy is set out in Figure 9.7.

9.35 A Regional Centre is a regionally significant business and commercial hub that draws visitors from an area more expansive than the immediate catchment, providing a significant quantity of high quality convenience and comparison floorspace and major services. Generally a Regional Centre would have a clearly dominant market share of comparison goods shopping within the region. A Regional Centre also provides a comprehensive offer of leisure floorspace including restaurants, cafes, bars and cinemas that visitors will travel some distance specifically to utilise.

9.36 A Sub-Regional Centre is a business and commercial hub that while not having the same pulling power of a Regional Centre, has a major offer of convenience and comparison floorspace, and services that serve a wider area than the immediate catchment. A Sub-Regional Centre also provides a comprehensive offer of leisure floorspace including restaurants, cafes, bars and cinemas that visitors will travel to specifically to utilise.

9.37 A Major Town Centre is a business and commercial hub serving the local area with a major offer of convenience and comparison floorspace and services. A Major Town Centre also provides an offer of leisure floorspace including restaurants, cafes, bars and cinemas that visitors will travel to specifically to utilise.

9.38 Town Centre is a commercial hub serving the local area with an offer of convenience and comparison floorspace and a comprehensive provision of services. Serving the local area, a Town Centre provides an offer of leisure floorspace including restaurants and cafes.

9.39 A District Centre serves the local catchment through provision of important convenience and comparison floorspace and local services. Usually between 50 and 100 units, a District Centre is an important local hub for the surrounding residential community.

Figure 9.7 | Suggested Retail Hierarchy for larger centres in South-West Hertfordshire

Hierarchy	Centres	Convenience Market Share	Comparison Market Share	No. of Units	Total Floorspace (sq m net)
Regional Centre	Watford[51]	5th (1.7%)	1st (21.1%)	2nd (391)	1st (114,380)
Sub-Regional Centres	Hemel Hempstead	6th (1.5%)	2nd (6.0%)	3rd (264)	3rd (71,150)
	St Albans	7th (1.3%)	3rd (5.6%)	1st (436)	2nd (71,990)
Major Town Centre	Borehamwood	1st (7.0%)	4th (1.7%)	7th (188)	4th (59,770)
Town Centres	Berkhamsted	2nd (5.2%)	5th (1.1%)	6th (191)	6th (29,770)
	Tring	=9th (0.7%)	7th (0.4%)	11th (92)	11th (12,590)
	Potters Bar (Darkes Lane)	8th (1.1%)	=10th (0.2%)	10th (114)	10th (20,050)
	Potters Bar (High Street)	4th (3.1%)	=8th (0.3%)	8th (130)	8th (25,650)
	Harpenden	3rd (5.1%)	6th (0.7%)	5th (210)	7th (26,460)
	Rickmansworth	14th (0.4%)	= 8th (0.3%)	9th (122)	9th (21,050)
	Watford North	=12th (0.5%)	=16th (0.0%)	4th (206)	5th (32,290)
District Centres	Bushey	16th (0.2%)	=10th (0.2%)	16th (54)	16th (6,020)
	Bushey Heath	17th (0.0%)	= 16th (0.0%)	17th (45)	15th (6,210)
	South Oxhey	=12th (0.5%)	= 14th (0.1%)	14th (57)	14th (7,810)
	Chorleywood	15th (0.3%)	=10th (0.2%)	15th (56)	17th (2,135)
	Abbots Langley	11th (0.6%)	=10th (0.2%)	18th (41)	18th (1,983)
	Radlett	=9th (0.7%)	= 14th (0.1%)	13th (89)	12th (11,080)
	Hemel Old Town[52]	N/A	N/A	12th (94)	13th (9,080)

[51] Watford is a key centre not just in South-West Hertfordshire, but in the wider region, and therefore has been elevated to Regional Centre, over and above the function of Hemel Hempstead and St Albans.
[52] Newly defined Centre. Please refer to Appendix F.

H. Review whether centres should expand or contract

9.40 The NPPF (2012) provides definitions of 'primary shopping area' and 'primary' and 'secondary' frontages at the glossary at Annex 2:

- The NPPF defines a Town Centre as an *'Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres.'*

- The Primary Shopping Area is the *'Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).'*

- Primary Frontages are *'...likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods.'*

- Secondary Frontages *'...provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.'*

- The NPPF also indicates that the Primary Shopping Area will act as the boundary with regard to whether a site is 'in', 'edge' or 'out' of centre. 'Edge-of-centre' is the area that is well-connected and up to 300m from the Primary Shopping Area, with 'Out-of-centre' being the areas beyond that.

- Whilst it has been clearly superseded by the NPPF, in the absence of any other definition, it is pertinent to note that Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) provides an additional qualification to its definition of Primary Shopping Area, stating that: *'Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area.'*

9.41 Having undertaken a full assessment of each of the centres in Section 4, our considerations in relation to the retail hierarchy and town centre boundaries are highlighted in the table at **Appendix F**. Linked to the table, we identify suggested annotations and boundary revisions on a spatial plan for each centre.

I. Identify net inflow or net outflows of consumers

9.42 Our market share assessment in Section 6 established the amount of convenience and comparison goods trade 'retained' and 'leaked' from each local authority area. Those results were drawn from our detailed tables at **Appendix E**. Retention is the proportion of expenditure generated by residents of a defined area which is spend at stores and centres within the defined area itself, whilst leakage is that element which is not. In Figure 9.8 below, we summarise the position with respect to each authority area.

Figure 9.8 | Expenditure Retention & Leakage by Authority Area

Area	Convenience Goods		Comparison Goods	
	Retention	Leakage	Retention	Leakage
Hertsmere	69.6%	30.4%	27.9%	72.1%
Three Rivers	50.0%	50.0%	2.6%	97.4%
Dacorum	92.7%	7.3%	64.1%	35.9%
Watford	87.6%	12.4%	88.3%	11.7%
St Albans	76.3%	23.7%	47.1%	52.9%
Inner Study Area	92.1%	7.9%	77.4%	22.6%

9.43 The overall results for the Inner Study Area show a fairly typical pattern of trade retention for convenience and comparison goods. Convenience goods are more typically expected to be found close to home, as they require less choosing between venues (though some 'brand-allegiance' is relevant), and often involve shopping for frozen or delicate items which do not lend themselves to

lengthy travel. By contrast, consumers are likely to travel farther afield for comparison goods, where brand is often important, and where the critical mass of a range of shops and services adds to the shopping experience (e.g. the pull of somewhere like Brent Cross to South-West Hertfordshire residents). Respective retention levels of 92.1% and 77.4% are therefore in line with our expectations.

9.44 In terms of convenience goods, Dacorum and Watford provide for the vast majority of their own residents' needs, whilst St Albans and Hertsmere facilities provide for most of their own residents. Consumers in Three Rivers though carry out as much of their convenience goods shopping outside the Borough, as they do inside of it. Proximity to a number of large foodstores in Watford is the explanation for this.

9.45 Turning to consider comparison goods, the differences between the authority areas are very marked. Watford, as the areas sub-regional centre, attracts an impressive 88.3% of its own residents spending, meaning that very few residents feel the need to go elsewhere on a regular basis. Dacorum also retains almost two-thirds of its own residents spend, largely owing to the attraction of Hemel Hempstead. St Albans provides for just less than half its own residents' needs, which the results show to be due to the relative proximity and attraction of large-scale comparison goods centres such as Welwyn Garden City, Watford and Hatfield. Hertsmere (72.1%), and particularly Three Rivers (97.4%), experience large level of comparison goods trade leakage. The nearby presence of facilities in Watford is the main reason for this. In both cases, residents are more likely to shop for comparison goods in Watford than they are in their own authority areas.

J. Take account of the possible changes in the spatial patterns of development within the study area

9.46 Our Brief involves exploring four potential housing growth scenarios across South-West Hertfordshire. These are detailed in Section 5, with a further explanatory note contained at **Appendix G**. These different scenarios are summarised in Figure 9.9 below.

Figure 9.9 | Population Forecast Scenarios (Dwellings per Annum, 2017-2036)

Authority Area	'Scenario 1' Strategic Housing Market Assessment	'Scenario 2' Capped up to date Local Plan (Govt published)	'Scenario 3' Capped out of date LP based on 10 year 2016-2026 projected growth	'Scenario 4' Capped out of date LP based on new Local Plan period projected growth
Dacorum	756	602	980	1096
Hertsmere	599	372	700	700
Three Rivers	514	252	560	630
Watford	577	364	840	770
St Albans	639	504	980	875
Total	**3,085**	**2,094**	**4,060**	**4,071**

9.47 Our capacity calculations at **Appendix E** are worked out for each different population scenario in order for officers to fully account for the potential range of spatial development options around housing growth and location.

9.48 As we go on to demonstrate under Objective 11 below, we also fully account for the range of on-the-ground retail developments which are either under construction, or have extant planning permissions, across the Study Area. The likely turnover of these developments is discounted from our capacity projections.

9.49 Finally, we also take account of the range of major retail and leisure development which is planned outside of the Study Area. Those potential 'pipeline developments' are detailed fully in Section 4, and have influenced our thinking on projected market shares when calculating our capacities. As we set out in Section 7, we have adopted a 'constant market share' basis for the projections of convenience goods capacity. This is based on our forecast that the strength of existing convenience goods locations, together with commitments not yet build out, and the principle that residents will usually choose to shop for convenience goods close to home, will be sufficient to maintain market share, irrespective of any developments coming forward outside of South-West Hertfordshire.

9.50 Where it comes to comparison goods market share though, we have already identified that areas within the sub-region outside of Watford and Dacorum are more likely to 'leak' trade elsewhere. This is most marked in Three Rivers, though that leakage is largely to Watford, and the existing market share base is so small, that we do not see there being any significant change in market share (particularly when the South Oxhey Regeneration project is complete, which will presumably result in a small uplift in attraction).

9.51 We do consider though that residents in St Albans and Hertsmere are more vulnerable to being attracted to emerging pipeline developments elsewhere over the Plan period. Whilst St Albans City Centre, and to a lesser extent Borehamwood, provide well for their local residents, it is notable that more than half the residents in both cases already leave their authority areas for their comparison goods shopping. The relative proximity of emerging or potential developments such Brent Cross and Newlands in Luton is likely to have a draw on residents of each Borough in the future. For the reasons we detail in full at Figure 7.13, we have therefore applied a reduction to the future comparison goods market share projections for both St Albans and Hertsmere.

K. Consider the scope for additional convenience and comparison goods floorspace having regard to the likely implications of recent and committed developments

9.52 Our capacity assessment takes account of the range of larger retail commitments advised to us by the five authorities. These are set out at Table 6c of **Appendix E** for convenience goods, and at Table 26c for comparison goods.

9.53 Our assessment shows that the range of convenience goods commitments across the five authority areas would have an annual turnover of approximately £60m, whilst the range of comparison goods commitments would have an annual turnover of approximately £173m. In keeping with common practice, we discount these commitments from the pot of assessed available expenditure in each case, in order to ensure that there is no double-counting of available spend in the future.

L. Make recommendations for the future nature and scale of retail and leisure provision in terms of floorspace and location, sensitivity-tested against a number of options/alternatives.

9.54 In Section 7, we build on the work carried out in Sections 5 and 6 to set out our forecast capacity for the plan period. Our assessment finds capacity for both convenience and comparison goods in the period to 2036.

9.55 As we have described under the preceding Objectives, and throughout this Study, this work fully accounts for the latest information on expenditure growth rates across a wide range of retail goods categories, and uses the latest available estimates for the growth of Special Forms of Trading. We also take full accord of committed developments both within and outside the Study Area, resulting in the application of different market share approaches.

9.56 Furthermore, we sensitivity-test against a number of options/alternatives, including:

- Four alternative population scenarios; and
- Alternative assumed sales densities to provide a range of capacities for the future occupation of any floorspace arising from any identified additional expenditure capacity.

9.57 In Section 7, we identify capacity for both additional convenience and comparison floorspace over the Plan period under all four population Scenarios. Existing foodstores within the combined Districts are evidenced to be significantly over-trading and, together with expenditure growth over time, this creates the potential for more floorspace to be added. However, a significant number of over-trading stores are based in designated centres in South West Hertfordshire, and so we have only taken account of the over-trade at out of centre facilities, coupled with expenditure growth, to formulate our convenience goods capacity assessment.

9.58 Whilst comparison goods market share is lower, there is significant forecast expenditure growth over time. This fuels the potential for new comparison goods floorspace. However, this is tempered by the planned development of a number of large comparison goods developments in the surrounding area – including at Brent Cross and Luton – both of which will exert a draw in the future on residents of South West Hertfordshire. Whilst some planned development in the area will help to retain market

share – such as the Intu Centre extension in Watford, and the South Oxhey Regeneration – we consider it likely that some parts of the Inner Study Area will experience a small decline in market share.

9.59 On the basis of all the foregoing, Figure 9.10 sets out our assessment of the capacity for additional convenience and comparison goods in South-West Hertfordshire through until 2036 under each of the four population scenarios modelled. We discuss our recommended spatial distribution for the identified capacities under Objective 13.

Figure 9.10 | Capacity for Additional Floorspace in South-West Hertfordshire to 2036

Year	Convenience Goods (sq m net)	Comparison Goods (sq m net)
Scenario 1		
2021	9,400 – 11,900	(16,800) – (23,000)
2026	15,400 – 19,600	7,100 – 9,800
2031	20,800 – 26,500	34,000 – 46,500
2036	26,400 – 33,600	63,300 – 86,400
Scenario 2		
2021	8,200 – 10,400	(19,000) – (26,000)
2026	13,000 – 16,500	2,000 – 2,800
2031	17,300 – 22,000	25,700 – 35,100
2036	21,800 – 27,600	51,500 – 70,300
Scenario 3		
2021	10,600 – 13,400	(14,700) – (20,000)
2026	17,700 – 22,500	12,000 – 16,300
2031	24,300 – 30,800	41,800 – 57,100
2036	31,00 – 39,400	74,300 – 101,500
Scenario 4		
2021	10,600 – 13,500	(14,600) – (20,000)
2026	17,800 – 22,600	12,100 – 16,600
2031	24,400 – 31,000	42,100 – 57,500
2036	31,100 – 39,500	74,800 – 102,100

M. If capacity for additional retail is identified provide a recommendation as to how, where and when this could/should be achieved

9.60 We are asked to examine where the sub-regional capacities set out under Objective 12 might be met.

9.61 Before doing so, we repeat our emphasis in Section 7 that capacity does not equate to need. Capacity assessment is a theoretical exercise based on empirical data gathered at the current time, as well as forecasts into the future. As we have highlighted previously, forecasting as far away as 2036 must be treated with some caution, as there will be economic, political and technological unknowns that will intervene over that period. Moreover, capacity modelling should not be seen as an absolute; it is a guide. For example, even where capacity is identified in an area, an out-of-centre development which would cause significant adverse impact on the vitality and viability of a designated centre should be resisted, irrespective of the capacity identified. The corollary of this is that where there is no, or limited, capacity identified, this should not restrain appropriate sustainable development coming forward, such as town centre developments which bolster the vitality and viability of designated centres.

9.62 There are therefore a number of factors which influence the scope for new floorspace and the appropriate location for that floorspace. Each will be relevant to the Councils in plan-making terms:

- The reliability of long-term projections, particularly beyond 2026;
- The effect of internet/home shopping on the demand for retail property;
- The acceptability of higher than average trading levels;
- The likely level of occupier demand for new floorspace in the Districts, bearing in mind the proximity of larger centres;
- Major retail developments coming forwards beyond the Study Area; and
- The potential impact new development in the Study Area may have on existing centres, including large-scale planned housing developments.

9.63 As we have described under the preceding objectives, each of these factors has informed our thinking in determine where capacities should be met. In keeping with standard retail study methodology, we have apportioned the sub-regional capacities between the five local authority areas in line with their

existing market shares for convenience and comparison goods capacity. These figures fully account for the likely future impact of internet shopping by stripping out special forms of trading on a year-by-year basis to 2036, as well as deducting spend for existing commitments. We also deduct any over-trading from foodstores in city, town or local centres, and for comparison goods, we apply a reduced market share approach in two of the five authority areas in order to account for major planned investment outside the Study Area.

9.64 On this basis, we assess capacity on an authority-by-authority basis as follows, and provide commentary on how best we would envisage any capacity being distributed, based on our qualitative judgements of existing provision.

9.65 Any negative floorspace capacity figures are expressed in brackets. Negative floorspace capacity arises where existing and permitted stores and centres are able to accommodate all the forecast available expenditure at a point in time i.e. there is enough floorspace in the area to absorb expenditure growth without over-trading. Positive floorspace capacity arises when the amount of available expenditure exceeds the ability of existing and permitted floorspace to accommodate that spending. Please refer to Section 7 and Appendix C for detailed methodologies.

Hertsmere

Figure 9.11 | Capacity for Additional Floorspace in Hertsmere to 2036

Year	Convenience Goods (sq m net)	Comparison Goods (sq m net)
Scenario 1		
2021	(1,600) – (2,100)	(1,500) – (2,000)
2026	(800) – (1,000)	0 – 0
2031	0 – 0	1,700 – 2,300
2036	800 – 1,000	3,500 – 4,800
Scenario 2		
2021	(1,800) – (2,300)	(1,600) – (2,200)
2026	(1,100) – (1,400)	(300) – (400)
2031	(500) – (600)	1,200 – 1,600
2036	200 - 200	2,800 – 3,800
Scenario 3		
2021	(1,500) – (1,900)	(1,300) – (1,800)
2026	(500) – (600)	300 – 400
2031	500 – 600	2,200 – 3,000
2036	1,400 – 1,800	4,200 – 5,700
Scenario 4		
2021	(1,500) – (1,900)	(1,300) – (1,800)
2026	(500) – (600)	300 – 500
2031	500 – 600	2,200 – 3,000
2036	1,400 – 1,800	4,200 – 5,800

9.66 There is no forecast capacity in Hertsmere for either convenience or comparison goods under any scenario to 2021.

9.67 In the convenience sector, this is largely as a result of there being very few out-of-centre foodstores, and their relative under-performance when compared to other areas of the sub-region (e.g. Morrisons in Borehamwood is surveyed to under-trade by £20.4m per annum). Set against this, a number of town centre stores are trading very well (e.g. Tesco Extra in Borehamwood, Tesco in Potters Bar and Lidl in

Borehamwood are assessed to over-trade by £2.4m, £5.6m and £9.5m per annum, respectively). The District is therefore in a healthy position in terms of its convenience goods offer, with the main town centres all providing well for their populations. Allied to this, there were no general concerns raised with the range or quality of convenience goods retailing by residents commenting on the towns of Hertsmere in our household survey.

9.68 Notwithstanding housing growth modelled at between 372 – 700 units per annum to 2036, forecast convenience goods growth rates have dropped as low as 0.1% per annum over the coming years, and so there is only a slow increase in Hertsmere's capacity position. As a result, only small additional capacities are forecast to 2031 (up to 500 - 600 sq m net) and 2036 (up to 1,400 - 1,800 sq m net). We have not identified a particular deficiency in convenience goods in any one town in Hertsmere, and so we recommend that the Council looks to allocate any long-term capacity to small-scale 'local centre' provision related to any major new housing settlements. This could include modest amounts of retail floorspace at Elstree Way, for which major growth is planned. From our review of the Council's most recent 'Issues and Options Paper' (Planning for Growth, September 2017), it is evident that the Council may also seek to deliver a new settlement with land north of Junctions 22 and 23 of the M25 being a possible location (potentially up to 4,000 homes). Convenience goods capacity of the size we have forecast could support such a development by providing for a small foodstore as part of a new local centre.

9.69 Turning to comparison goods capacity, we have previously set out our contention that the District is likely to experience some loss of current market share to nearby large-scale developments which are already in the pipeline, most notably at Brent Cross. As a result, we do not forecast any positive capacity for additional comparison goods floorspace until 2026 (up to 300 – 500 sq m net), increasing by 2031 (up to 2,200 – 3,000 sq m net), and again at 2036 (up to 4,200 – 5,800 sq m net). Unlike convenience goods, we feel that there is some scope for expansion within existing centres to meet the needs of future residents. Borehamwood Retail Park is a positive addition to the town centre, linking a retail park type development directly to the town centre. Any plans to sustainably grow the park should be supported, though noting the concerns raised about parking provision in our health-checks. Two other centres, Bushey Heath and Potters Bar (High Street) received a degree of criticism from respondents to the household survey on their choice and range of shops. Potters Bar (High Street) also received negative comments relating to its layout, with some residents feeling that it is too disjointed. Based on our own health-check work too, we recommend that the Council seek to explore options for

development in these locations to meet the longer-term requirements of the population. This could include physical additions to the existing floorspace on any opportunity sites in order to broaden the range of goods and services offered.

Three Rivers

Figure 9.12: Capacity for Additional Floorspace in Three Rivers to 2036

Year	Convenience Goods (sq m net)	Comparison Goods (sq m net)
Scenario 1		
2021	100 – 100	(500) – (700)
2026	700 – 900	100 – 200
2031	1,300 – 1,700	800 – 1,100
2036	1,900 – 2,500	1,600 – 2,200
Scenario 2		
2021	0 – 0	(500) – (700)
2026	500 - 600	0 – 0
2031	900 – 1,200	600 – 800
2036	1,400 – 1,800	1,300 – 1,800
Scenario 3		
2021	200 – 300	(400) – (600)
2026	1,000 – 1,200	300 – 400
2031	1,700 – 2,100	1,000 – 1,400
2036	2,400 – 3,000	1,900 – 2,600
Scenario 4		
2021	200 – 300	(400) – (600)
2026	1,000 – 1,300	300 – 400
2031	1,700 – 2,100	1,100 – 1,400
2036	2,400 – 3,100	1,900 – 2,600

9.70 Three Rivers is a sub-servient retail destination to larger-order centres, predominantly Watford. As a result, it has only relatively low levels of convenience goods (5.7%) and comparison goods (1.3%) market share from the Study Area. We consider that this position is unlikely to change significantly, and that existing market shares are likely to prevail for the reasons we have previously set out.

9.71 In convenience goods terms, capacity is therefore generated in part by the significant over-trade of the out-of-centre Tesco store in Rickmansworth (£8.9m per annum), coupled with population growth and the fact that there are only relatively small convenience goods commitments in the District (most notably as part of the South Oxhey regeneration). Under the highest growth population scenario, we estimate that there will be up to 1,000 – 1,300 sq m net capacity in 2026, increasing to up to 1,700 – 2,100 sq m net by 2031 and up to 2,400 – 3,100 sq m net by 2036.

9.72 Turning to comparison goods, the Council has embarked on an important redevelopment of South Oxhey, which will see the existing centre completely regenerated. At the time of writing, these works are well underway. The majority of the new floorspace will be allocated to comparison goods and so monitoring the performance of this new centre will be important in the early part of the new Plan period. In the meantime, the District's existing low market share, coupled with the South Oxhey commitment, means that there is only small amounts of additional comparison goods capacity identified in the period to 2036 (up to 1,900 - 2,600 sq m net).

9.73 Having viewed Three Rivers 'Issues & Options' consultation (July 2017), it is evident that the new local plan is at an early stage and that there are not yet any detailed policies relating to where future housing need might be met. Accordingly, we would suggest that it is too soon to be specific as to where any retail capacity might be met in relation to new housing development. In saying this, we are also mindful that the adopted Site Allocations LDD (November 2014) made provision for a number of new housing developments, but none of the size which would be likely to necessitate any conjoining retail development to serve the new population (the largest being 425 dwellings in Kings Langley).

9.74 Accordingly, we recommend that the Council prepares their retail policy to include the floorspace capacities identified in our assessment, and unless any large-scale housing sites come forward which either singularly, or cumulatively, through the new Local Plan process which would require specific retail provision, that the relatively small capacities identified are set aside for meeting the day-to-day needs of the residents of Three Rivers over the Plan period.

Dacorum

Figure 9.13 | Capacity for Additional Floorspace in Dacorum to 2036

Year	Convenience Goods (sq m net)	Comparison Goods (sq m net)
Scenario 1		
2021	9,300 – 11,800	(9,000) – (12,200)
2026	11,000 – 14,000	(3,9000 – (5,400)
2031	12,600 – 15,900	1,700 – 2,300
2036	14,100 – 17,900	7,800 – 10,700
Scenario 2		
2021	9,000 – 11,400	(9,400) – (12,900)
2026	10,400 – 13,100	(5,000) – (6,900)
2031	11,600 – 14,700	0 – (100)
2036	12,800 – 16,300	5,400 – 7,300
Scenario 3		
2021	9,700 – 12,300	(8,500) – (11,600)
2026	11,700 – 14,900	(2,900) – (4,000)
2031	13,600 – 17,200	3,400 – 4,600
2036	15,500 – 19,600	10,200 – 13,900
Scenario 4		
2021	9,700 – 12,400	(8,500) – (11,600)
2026	11,800 – 14,900	(2,900) – (3,900)
2031	13,600 – 17,300	3,400 – 4,700
2036	15,500 – 19,700	10,300 – 14,100

9.75 Dacorum has the highest market share of convenience goods within the South-West Hertfordshire area. It also has a number of large foodstores in out-of-centre locations which are significantly over-trading (including stores in Hemel Hempstead by a cumulative c£63m, and the Tesco in Tring by c£36m). This suggests that there is expenditure headroom in the local market for additional convenience goods floorspace, provided of course the important impact and sequential tests are met. Dacorum also has the largest, or joint largest, housing growth forecasts under all of the housing growth scenarios we have modelled. As a result, and after taking account of commitments which include new

Lidl stores at Jarman Park and Gossoms End, as well as new convenience goods floorspace at Maylands Avenue, we find significant convenience goods capacity within Dacorum at 2021 (ranging between 9,700 – 12,400 sq m net depending on housing growth scenario), increasing to between 15,500 sq m – 19,700 sq m net by 2031.

9.76 Dacorum's recent 'Issues and Options' (Shaping Growth in Dacorum, November 2017) suggests that the majority of 'known' housing sites to 2036 will be in the Hemel Hempstead area. Coupled with an existing high market share, this lends quantitative weight to meeting the majority of identified capacities in and around Hemel Hempstead. However, with three further foodstores already in the pipeline in Hemel Hempstead, we would recommend that the Council adopt a cautious approach in the early part of the Plan period. It seems unlikely that there will be any qualitative gaps in provision once the pipeline is built out, and the Council should rightly be concerned for its town centre. We therefore recommend that the Council seeks to closely monitor the health of Hemel Hempstead Town Centre over the coming 5 year period (a sensible period for allowing trading conditions to settle down) and does not actively seek to allocate further convenience retail sites. This does not of course preclude any beneficial town centre convenience goods development in the meantime.

9.77 We are also cognisant of the needs of Berkhamsted and Tring, though the survey results show that residents raise no specific concerns with the current level of convenience goods provision, so we do not currently envisage any need to allocate sites for new convenience goods in either. Notwithstanding this, and with the Waitrose store in Berkhamsted trading so well (surveyed at more than double company expectations), and in the absence of a large foodstore competitor in the town, the Council should keep in mind the potential to accommodate a further foodstore in the town centre. Should a suitable site become available, this would provide for consumer choice and account for growth in demand from population pressures over time.

9.78 With such large housing developments on the horizon (Dacorum is slated to provide between 11,000 and 20,000 new homes over the period to 2036, depending on which housing scenario is adopted), we would therefore recommend that the majority of the convenience goods capacity identified is directed towards floorspace in support of large urban extensions which are to be identified in due course (noting that the idea of new settlements has been rejected).

9.79 Turning to comparison goods provision, there are very significant committed developments coming forwards in Hemel Hempstead which would total nearly 14,000 sq m net of new floorspace. As a result,

we forecast no additional capacity for new comparison goods forecast in the Borough until 2031 at the earliest. In light of this, and our previous advice on forecasting as far as 2036 (when meaningful capacities are shown next to arise), we recommend that the Council does not look to allocate any further sites at this time. This position could be reviewed if and when sites for major new housing developments are determined upon.

9.80 In the meantime, there is evident dissatisfaction from our survey about the range and choice of shops in Hemel Hempstead Town Centre. The Marlowes Centre refurbishment, which incorporates new shops, restaurants and a 9-screen cinema, will hopefully go some way to addressing these concerns, albeit there will actually be a net reduction in overall retail floorspace. Beyond this though, further investment in the town centre which would enhance its offer would be welcome, and if suitable sites could be found, together with an identified market appetite, then this would be a positive may of meeting the identified capacities.

Watford

Figure 9.14 | Capacity for Additional Floorspace in Watford to 2036

Year	Convenience Goods (sq m net)	Comparison Goods (sq m net)
Scenario 1		
2021	1,300 – 1,600	1,700 – 2,300
2026	2,700 – 3,400	14,100 – 19,200
2031	3,900 – 5,000	28,100 – 38,300
2036	5,200 – 6,600	43,300 – 59,000
Scenario 2		
2021	900 – 1,200	500 – 700
2026	2,100 – 2,600	11,400 – 15,600
2031	3,000 – 3,900	23,700 – 32,400
2036	4,100 – 5,200	37,100 – 50,700
Scenario 3		
2021	1,600 – 2,000	2,800 – 3,800
2026	3,300 – 4,100	16,600 – 22,700
2031	4,800 – 6,100	32,100 – 43,800
2036	6,300 – 8,000	49,000 – 68,800
Scenario 4		
2021	1,600 – 2,000	2,800 – 3,800
2026	3,300 – 4,100	16,700 – 22,800
2031	4,800 – 6,100	32,200 – 44,000
2036	6,300 – 8,000	49,200 – 67,100

9.81 Watford has by far the largest market share of comparison goods trade in the Study Area (25.8%). As a result, and notwithstanding commitments at the Intu development for almost 6,000 sq m net of new comparison goods floorspace, we find significant capacity for additional comparison goods floorspace in Watford from 2026 onwards. Short-term growth to 2021 is minimal, with capacity for a maximum of 2,800 – 3,800 sq m net over the period. However, based on forecast population growth and year on year expenditure growth, capacity at 2026 increases sharply to between 11,400 sq m net and 22,800 sq

m net (depending on the population scenario applied). This increases further to between 23,700 sq m net and 44,000 sq m net by 2031.

9.82 We advocate these figures to Watford. In the first instance, we recommend a pause in any significant out-of-centre comparison goods growth whilst the Intu development re-establishes itself in the market. A period of 3 years to 2021 will enable the development to take root, and hopefully further bolster Watford Town Centre as the sub-regional market leader in comparison goods custom. After that date, and in order to keep pace with the likely pipeline developments in other sub-regional centres in the wider area, it would make sense for the Council to plan for the capacity we identify to 2026 under the (by then) relevant housing scenario. This is in keeping with both our caution about longer-term forecasting in the current climate, particularly in comparison goods, and is reflected in the recent advocacy of a 10 year approach in the revised NPPF. We recommend that the Council uses our figures for 2031 and 2036 as a general guide, but does not make specific plans for meeting such extensive capacities at this point in time. Were further beneficial and sustainable development to come forward in the town centre over the period to 2026, then this would of course by welcomed in principle in the interim.

9.83 Given the significant quantum of comparison goods floorspace capacity forecast in Watford, alongside the evolving nature of the 'competition' with competing sub-regional centres (Brent Cross, Luton etc), we recommend that Watford seeks an updated Retail Study in 3-5 years. This would ideally re-survey local residents to understand how their shopping habits have responded to the opening of the Intu development, and examine what place specific initiatives may need to be carried out to further bolster the Centre. It could also examine the feasibility and impact of meeting the capacity projections to 2036 on any identified sites in or outside the Town Centre.

9.84 Turning to convenience goods, we identify relatively smaller capacities, although still sizable in their own right. This capacity largely arises from the survey identified significant over-trades at three out-of-centre stores; Tesco Extra on Lower High Street (£20.7m), Sainsbury's on Cow Lane (£24.5m) and Morrisons at Ascot Road (£7.9m). Again focussing in on the period to 2026, our assessment identifies that there is capacity for up to 4,100 sq m net of additional convenience floorspace.

9.85 At the time of writing, the Council has yet to commence with its new Local Plan and so there are no specific sites yet being discussed. Notwithstanding, given the urban nature of the Borough, and the extensive existing out-of-centre provision, it stands to reason that the majority of both the convenience

and comparison goods capacities identified should be sought to be met in Watford Town Centre. This would follow suit with the Council's broad acceptance in their 2016 'Skyline' Supplementary Planning Document, that it is coming under increasing pressure to accommodate suitable taller buildings in and around the town centre. This pressure is likely to intensify under the most recent Government methodologies for calculating housing need.

St Albans

Figure 9.15 | Capacity for Additional Floorspace in St Albans to 2036

Year	Convenience Goods (sq m net)	Comparison Goods (sq m net)
Scenario 1		
2021	300 – 400	(7,600) – (10,300)
2026	1,700 – 2,200	(3,200) – (4,400)
2031	3,000 – 3,800	1,700 – 2,300
2036	4,300 – 5,500	7,100 – 9,600
Scenario 2		
2021	100 – 100	(8,000) – (10,900)
2026	1,200 – 1,500	(4,100) – (5,600)
2031	2,200 – 2,800	200 – 300
2036	3,300 – 4,200	5,000 – 6,800
Scenario 3		
2021	600 – 700	(7,200) – (9,800)
2026	2,300 – 2,900	(2,300) – (3,200)
2031	3,800 – 4,800	3,100 – 4,300
2036	5,400 – 6,800	9,100 – 12,400
Scenario 4		
2021	600 – 700	(7,200) – (9,800)
2026	2,300 – 2,900	(2,300) – (3,100)
2031	3,800 – 4,800	3,200 – 4,300
2036	5,400 – 6,800	9,100 – 12,500

9.86 Our forecasts for St Albans show only modest convenience goods capacity at 2026 of up to 2,900 sq m under the most populous forecast, increasing to up to 4,800 sq m net by 2031. The District is characterised by a very large proportion of its convenience (and comparison) goods floorspace being met within St Albans and Harpenden, as well as at a range of Local Centres. Those stores are surveyed, on the whole, to trade very well. In the particular case of Harpenden, where there is currently no significant out-of-centre retail provision, we consider the Waitrose and Sainsbury's stores to be fundamental footfall generators and that their trade is essential to the on-going vitality and viability of the town centre. Whilst St Albans itself does have an out-of-centre Sainsbury's store (which over-trades by c£20m), it has a recent commitment for a further out-of-centre foodstore, close to the existing Sainsbury's, at Griffiths Way South (1,921 sq m net). We consider that there is therefore no pressing qualitative need to allocate specific large sites for convenience retail development in St Albans over the next 10 years, and that the capacity identified should be envisaged to support the day-to-day requirements of smaller convenience goods retailers, together perhaps, with providing small-scale Local Centre type floorspace to accompany any major planned urban extensions. The Council is at a very early stage of making its new Local Plan, and so any specific sites to meet the capacity we have identified should be identified in conjunction with that process.

9.87 Turning to comparison goods capacity, we show there to be no capacity headroom for additional floorspace until 2031 under each of the population scenarios. This is due to a combination of the sizable commitment for a further 4,800 sq m net of comparison goods floorspace at Griffiths Way South, together with our reduced market share assumption (as with Hertsmere), that St Albans is likely to experience a reduction of around 9% of its current comparison goods market share as a result of its proximity to a range of planned developments in Luton, and permitted developments at Brent Cross. Accordingly, we recommend that the Council adopts a cautious approach to comparison goods capacity. It should also regularly monitor the health of St Albans City Centre once the Griffiths Way South developments have completed and established themselves.

N. Carry out a review of leisure and entertainment facilities, including arts and culture premises.

9.88 As part of this Retail and Leisure Study, Nexus has measured the popularity and scale of existing leisure provision against 'benchmarks' in order to ascertain whether there are any gaps in the market where demand is not being met by existing provision.

9.89 In terms of existing market shares, the majority of residents currently make leisure trips within the Study

Area. Trips are particularly focused around the higher order towns of Watford, St Albans and Hemel Hempstead, with a notable number of visits also taking place at Borehamwood and Rickmansworth.

9.90 A fair amount of residents are carrying out their leisure activities within Central London. This is to be expected taking account of strong transport links and the appeal of visiting leisure facilities near places of work (particularly health clubs and restaurants).

9.91 Turning to consider the requests for new facilities (Question 44 of the household survey); there were no substantial numbers in any one category, with 68.8% of respondents unable to identify any particular need. In our experience of similar studies across the UK, this is in line with the average of what might be expected, and suggests that provision in the area generally meets its residents' expectations.

9.92 The second highest demand across the Study Area after 'nothing' or 'don't know' was for a new swimming facility (7.6%), though the highest numbers of residents stating this were actually located outside the Inner Study Area. The next highest request was for a new cinema facility (6.3%). However, taking the two impending cinema developments (in both Watford and Hemel Hempstead) into consideration, it is assumed this demand will be satisfied.

9.93 Capacity is shown to exist in terms of health and fitness clubs, cinema screens and ten pin bowling facilities, whilst there is the potential for additional food and beverage floorspace capacity depending on population growth.

9.94 The Study Area is well provided for in terms of large leisure centre facilities, but we suggest that demand for health and fitness clubs could be satisfied with the introduction of more low cost gyms.

9.95 The development of two new multi-screen cinemas in Watford and Hemel Hempstead is likely to meet the demand for extra cinemas screens and, whilst the potential demand for a new bowling facility over the plan period is identified, national trends recognise that this is an activity reducing in popularity and much of the demand is absorbed into surrounding high order town centres.

9.96 In light of our findings, we do not recommend that it is necessary for the Councils to plan for any significant new major leisure facilities over the plan period by way of specific site allocations.

9.97 Notwithstanding the above, and in line with the general provision of the NPPF and reduced trip distances, this demand should be regularly reviewed and Councils should always be open to the

provision of additional facilities in sustainable locations. The Councils should also consider carefully any proposals which would result in the loss of existing leisure facilities and should resist the diminution of choice in any sector for which there is shown to be long-term demand.

O. Provide an analysis of identified local issues, and suggest strategies and schemes to overcome those issues

9.98 Having conducted our health-checks, analysed the household survey results, spoken with officers of each Council and taken soundings from stakeholders in relevant centres, we are able to identify some key 'local issues' for each centre. We summarise these in Figure 9.16 below, together with potential strategies for addressing the issues raised. These issues will be explored further by each Council as they evolve their Plan.

9.99 These place-specific recommendations should be read in conjunction with our broad recommendations for meeting identified capacities under Objective M.

Figure 9.16 | Local Issues' identified across the Inner Study Area

Centre	Issues	Strategies
Hemel Hempstead	• Market Square appears under-utilised • Instances of poor shop frontages • Dated appearance of parts of the Marlowes Centre • Limited evening economy • Improvements could be made to sign-posting	Broadly, Hemel Hempstead is a well organised and pedestrian friendly, modern shopping centre. There has been recent public and private investment, and the Marlowes Centre refurbishment will help significantly. The Council could though explore some 'light touch' place-making opportunities such as looking at a sign-posting strategy. The Council could also explore pop-up shops on Market Square as a short-term measure, though we are aware that they are considering a mix of potential uses in the longer term.

Centre	Issues	Strategies
Berkhamsted	• Car parking near capacity • Lack of pedestrian crossings on the north-east part of the High Street • Improvements could be made to sign-posting	A new 300+ space car park proposed on Lower Kings Road. This will significantly relieve the current issues. Again, sign-posting could be reviewed in the centre as part of a Borough-wide Strategy.
Tring	• Street lighting • Poor street paving • Dolphin Square is beginning to show its age	The street environment should be reviewed to ensure that the centre continues to appeal to shoppers on foot.
Borehamwood	• Furzehill Road car park is in need of refurbishment • High Street public realm • Lack of independent stores • Traffic congestion on Shenley Road and The Boulevard • More parking spaces • Limited evening economy • Desirability of further enhancing links between the shopping park and Shenley Road • Opportunity to raise the profile of the market	The key issues in Borehamwood are around car parking. A comprehensive review of the centre could be undertaken, in conjunction with key private sector stakeholders. Efforts could also be made to further enhance links between the shopping park and Shenley Road, as well as enhancing the market, further encouraging the evening economy, and investigating public realm improvements.
Potters Bar, Darkes Lane	• Lack of landscaping/ greenery • Instances of poor shop frontages • Car dominated environment	Darkes Lane has a busy feel – this creates vitality, but it can also be off-putting to visitors. The Council could explore ways of improving the environmental appearance of the centre through planting and/or working with the retail sector on improving shop frontages.

Centre	Issues	Strategies
Potters Bar, High Street	• Car dominated environment	The High Street is lengthy and disparate, and can therefore feel car dominated. The Council could explore any long-term opportunities to better 'join-up' the centre through either encouraging new retail development opportunities which might help to knit the centre together, or by encouraging uses on its periphery to relocate to more central positions.
Radlett	• Instances of poor shop frontages on Watling Street • Limited evening economy	Radlett functions well for its local residents, though there are environmental improvements to shop frontages which could be made. The Council could encourage improved designs though their development management function. There is also the opportunity to create a more diverse evening economy and we would recommend that the Council be welcoming of any well-considered planning applications received for changes of use in this respect. Any proposals for the expansion of Battlers Green Farm should be very carefully considered in the context of its consequential impact on the vitality and viability of Radlett Town Centre.
Bushey	• Instances of poor shop frontages to the eastern end of High Street	Both Bushey and Bushey Heath have well established high streets. As a result, there are a number of aged shop frontages and opportunities should be explored through development management to improve on the appearance of some of the more elderly units.

Centre	Issues	Strategies
Bushey Heath	• Instances of poor shop frontages • Lack of landscaping/greenery • Improvements to street paving and street furniture	As above. The Council could also explore an Environmental Strategy for the centre, with a view to upgrading the street environment.
Rickmansworth	• Limited evening economy • Instances of poor shop frontages • Improvements to street furniture	The Council should consider favourably any sustainable applications for evening economy uses in the centre. A review of street furniture and shop frontages would also be a positive step.
South Oxhey	• N/A as the centre is being re-modelled	N/A
Abbots Langley	• No significant issues noted	No current strategies required.
Chorleywood	• Shire Lane is a barrier to pedestrian movements to the south of the centre	The Council should carefully monitor the health of the centre on either side of Shire Lane. If vacancies arose to the South, the measures could be introduced to improve pedestrian movement.
St Albans	• Not enough larger footprint retail units • Opportunities to improve the Clock Tower area • Poor linkages between Alban Arena and St Peter's Street • Improvements could be made to sign-posting	The Council could explore opportunities to amalgamate a limited number of smaller footprint units in order to facilitate opportunities for retailers who might otherwise look to out-of-centre locations.
Harpenden	• Lack of available parking spaces • Secondary retail areas lack the vitality of the primary retail areas	The town is relatively constrained in terms of sites for additional car parking, though strategies could be explored to try and spread the timings of local residents visits e.g. through variable parking charges, or through electronic car park availability sign-posting.

Centre	Issues	Strategies
Watford Town Centre	• Watford New Market has low footfall • Car parking deemed by residents to be expensive • Sign-posting and approaches from the train station are poor • Underpasses are unwelcoming • The evening economy is accented towards young adults and may deter families and the elderly	A review should be undertaken of the viability of the New Market, and whether alternative uses might be interspersed. Despite its relatively prominent location, it feels like a lost opportunity. A thorough audit of sign-posting could be carried out, with a Strategy put in place once the Intu development is completed and the town centre settles down to 'normal' trading. Means of environmental improvements to the underpasses should be explored.
North Watford	• Large number of roller-shutter frontages • Volume of traffic can be unwelcoming	The Council could work with traders to explore ways of improving shop-front appearances, without over-bearing cost. This could include a co-ordinated painting effort to brighten the centre.

P. Review current retail and town centre policies, including frontage policies to assess whether they are fit for purpose

9.100 We are tasked with analysing existing policies of the five local authorities, and making recommendations on whether they are fit for purpose under the current planning policy regime and in the context of the recommendations of this Study. Our recommendations are set out at **Appendix I**. In formulating our recommendations, we take account of a) the National Planning Policy Framework (March 2012 and July 2018), b) Planning Policy Guidance on 'Ensuring the Vitality of Town Centres' (March 2014), and c) the findings and recommendations of this study.

9.101 We are also mindful of emerging policy guidance, especially the recently published revised National Planning Policy Framework (24th July 2018). As this was only available as a pre-consultation draft at the time of writing, we do not amend policies to accord with its revisions. However, the Councils would be well-advised to keep track of its recommendations on town centre uses. We would recommend that a policy review is conducted again closer to the time of adopting the various South-West Hertfordshire Plans.

Glossary of Terms

Capacity: Forecast resident spending within the catchment area, with which to support existing and additional retail floorspace

Source: Planning Portal

Comparison Goods: Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc.)

Source: Planning Portal

Convenience Goods: Everyday essential items, such as food

Source: Planning Portal

Edge-of-Centre: For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances

Source: NPPF

Expenditure per Capita: The amount of money spent on retail goods per person in each Zone across the Study Area

Expenditure: Average annual expenditure levels for various forms of goods, multiplied by the population within the defined Study Area.

Experian Goad: Experian Goad is a retail property intelligence system that helps retail developers, property investors, planning professionals, and commercial agents to identify profitable locations for retail property development and investment projects. It offers comprehensive retail location plans and easy to use reports covering over 3,000 shopping areas in the UK and Ireland.

Experian (MMG3): A population, expenditure and socio-demographic dataset that utilises the 2011 Census release, projected forward by using growth rates derived from Office for National Statistics projections and current age and gender estimates.

Financial & Business Services: An Experian Goad category comprising the likes of banks, building societies, employment agencies, legal services, estate agents and business services.

Source: Experian Goad

Independent Retailers: Retailers with less than 10 outlets/ stores

Source: Experian

Goad Plans: A plan showing a bird's eye view of a retail centre including the exact location of all retail outlets and vacant premises, fascia name, retail category, and floor space. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing you to instantly assess the site quality of existing or prospective store locations

Source: Experian

Leisure Services: An Experian Goad category for town centre leisure units which includes bars, cafes, cinemas, nightclubs, take-aways, hotels, public houses and restaurants. For clarity, it does not include facilities for leisure pursuits e.g. sports centres, swimming pools or health & fitness clubs.

Source: Experian Goad

Main Town Centre Uses: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)

Source: NPPF

Market Share: The proportion of residents that visit a particular retail destination, derived from household survey results

National Multiple: Defined as retailers with ten or more stores/ outlets

Source: Experian

Primary shopping area: Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage)

Source: NPPF

Primary/ secondary frontages: Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses

Source: NPPF

Retail Floorspace: Total floor area of the property that is associated with all retail uses in square metres. May be expressed as a net figure (the sales area) or in gross (including storage, preparation and staff areas)

Source: Planning Portal

Retail Impact: The potential effects of proposed retail development upon existing shops

Source: Planning Portal

Retail Services: An Experian Goad category comprising the likes of dry cleaners, health & beauty, opticians, photo processing, post offices and travel agents.

Source: Experian Goad

Sequential Approach: A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites

Source: Planning Portal

Sales Density: Turnover, per square metre. Various retail planning sources such as Verdict UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings provide average (or benchmark) sales densities for national multiple convenience retailers

Special Forms of Trading: Special forms of trading (SFT) are defined as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies

Source: Experian

Study Area: The geographical area where the household survey is carried out, based on postal sectors that make up the 22 zones that broadly cover South-West Hertfordshire and its immediate area.

Trade draw: The proportion of trade that a development is likely to receive from customers within and outside its catchment area. It is likely that trade draw will relate to a certain geographic area (i.e. the distance people are likely to travel) and for a particular market segment (e.g. convenience retail). The best way of assessing trade draw where new development is proposed is to look at existing proxies of that type of development in other areas

Source: NPPG

Turnover: Amount of sales per unit area of retail floorspace

Source: Planning Portal

Town Centre: Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres

Source: NPPF

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London

Riverside House
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London
SE1 9HA

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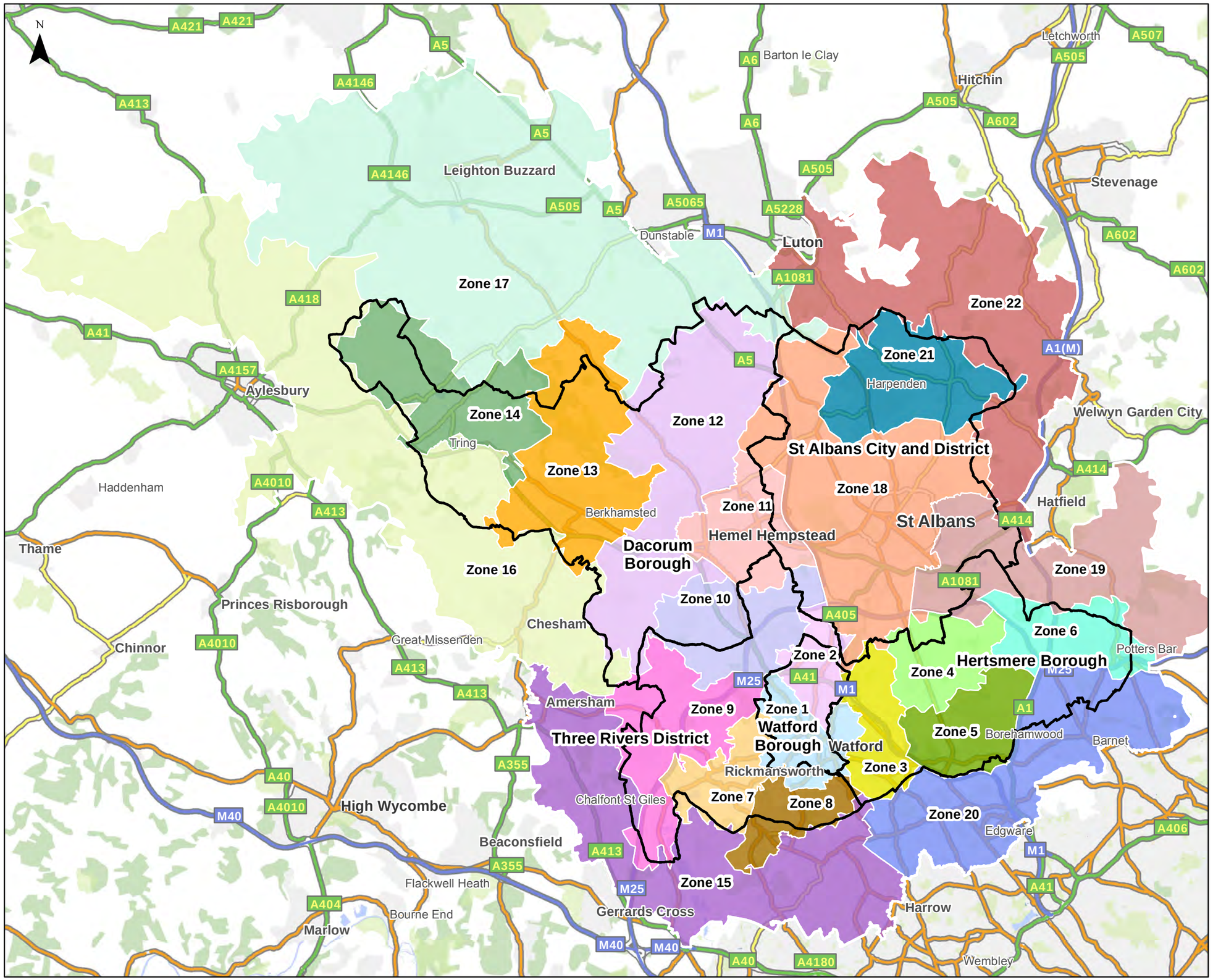
nexusplanning.co.uk



Appendix A | Study Area and Zones

South West Hertfordshire
Joint Retail Study | Study Area



Zones

1 - Watford South & North Bushey
2 - Watford North
3 - Bushey & Aldenham
4 - Radlett & Shenley
5 - Borehamwood & Elstree
6 - Potters Bar
7 - Rickmansworth
8 - Batchworth Heath & South Oxhey
9 - Chorleywood & Sarratt
10 - Kings Langley & Abbots Langley
11 - Hemel Hempstead
12 - Hemel Hempstead Fringe
13 - Berkhamsted
14 - Tring
15 - Three Rivers Fringe
16 - Dacorum Western Fringe
17 - Dacorum Northern Fringe
18 - St Albans
19 - London Colney Fringe
20 - Hertsmere Southern Fringe
21 - Harpenden
22 - St Albans Northern Fringe

Appendix B | Centre Plans

Hemel Hempstead (north)



Legend

- Other (non retail)
- Vacant
- Leisure Service
- Financial and Business Service
- Retail Service
- Comparison
- Convenience

50 metres

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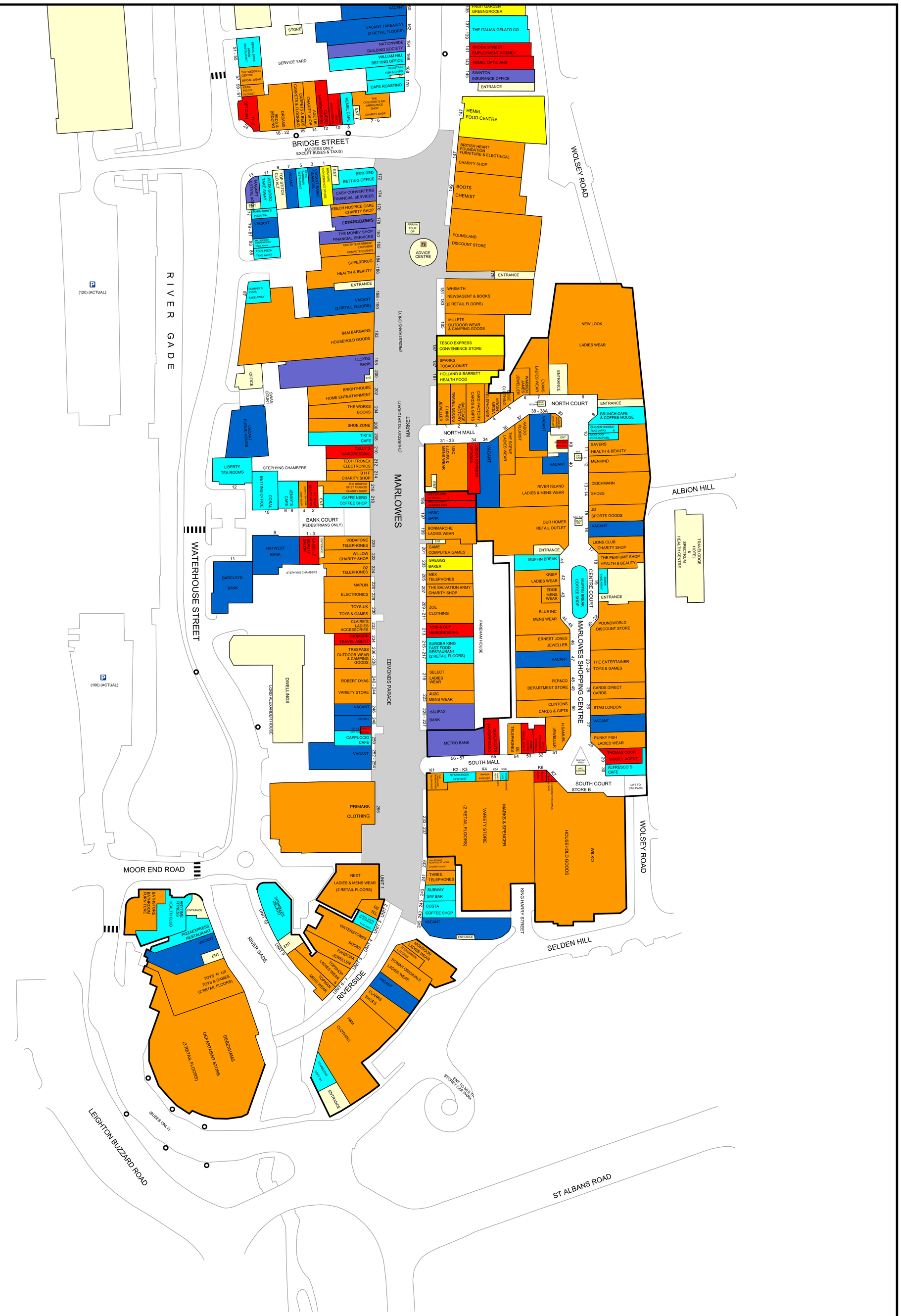
Hemel Hempstead (south)


BRIDGE STREET
(ACCESS ONLY EXCEPT BUSES & TAXIS)
RIVER GADE
WATERHOUSE STREET
MARLOWES
(PEDESTRIANS ONLY)
(THURSDAY TO SATURDAY)
MARKET
EDMONDS PARADE
WOLSEY ROAD
ALBION HILL
MOOR END ROAD
RIVERSIDE
SELDEN HILL
KING HARRY STREET
LEIGHTON BUZZARD ROAD
ST ALBANS ROAD
(BUSES ONLY)
(120) (ACTUAL)
(100) (ACTUAL)
STORE
SERVICE YARD
VACANT
VACANT TAKEAWAY (2 RETAIL FLOORS)
NATIONWIDE BUILDING SOCIETY
WILLIAM HILL BETTING OFFICE
CAFE ROASTING
BENGAL SPICE RESTAURANT
THE WEDDING CENTRE BRIDAL WEAR
KATIE PICOU FLORIST
THE OPTICIAN
DREAMS BEDS & BEDDING
CARPETS & FLOORING
CHARITY SHOP
AGE UK
HAIRDRESSING
HEMEL CAFE
THE CHILDREN'S AIR AMBULANCE SHOP
CHARITY SHOP
STEPHYNS CHAMBERS
LIBERTY TEA ROOMS
CORAL BETTING OFFICE
JENNY'S CAFE
CAFFE NERO COFFEE SHOP
BANK COURT (PEDESTRIANS ONLY)
NATWEST BANK
BARCLAYS BANK
LA BELLE BEAUTY SALON
VODAFONE TELEPHONES
WILLOW CHARITY SHOP
O2 TELEPHONES
MAPLIN ELECTRONICS
TOYS-UK TOYS & GAMES
CLAIRE'S LADIES ACCESSORIES
THOMSON TRAVEL AGENTS
TRESPASS OUTDOOR WEAR & CAMPING GOODS
ROBERT DYAS VARIETY STORE
VACANT
CAPPUCCIO CAFE
VACANT
DWELLINGS
LORD ALEXANDER HOUSE
SWAN COURT
OFFICE
VACANT PUBLIC HOUSE
LLOYDS BANK
BRIGHTHOUSE HOME ENTERTAINMENT
THE WORKS BOOKS
SHOE ZONE
TIKI'S CAFE
CELLY'S HAIRDRESSING
TECH TRONEX ELECTRONICS
B H F CHARITY SHOP
THE HOSPICE OF ST FRANCIS CHARITY SHOP
BETFRED BETTING OFFICE
CASH CONVERTERS FINANCIAL SERVICES
KEECH HOSPICE CARE CHARITY SHOP
THE MONEY SHOP FINANCIAL SERVICES
GEX ENTERTAINMENT EXCHANGE COMPUTER GAMES
SUPERDRUG HEALTH & BEAUTY
B&M BARGAINS HOUSEHOLD GOODS
PRIMARK CLOTHING
FRUIT GARDEN GREENGROCER
THE ITALIAN GELATO CO
BROOK STREET EMPLOYMENT AGENCY
HEMEL OPTICIANS
SWINTON INSURANCE OFFICE
HEMEL FOOD CENTRE
BRITISH HEART FOUNDATION FURNITURE & ELECTRICAL
CHARITY SHOP
BOOTS CHEMIST
POUNDLAND DISCOUNT STORE
WHSMITH NEWSAGENT & BOOKS (2 RETAIL FLOORS)
MILLETS OUTDOOR WEAR & CAMPING GOODS
TESCO EXPRESS CONVENIENCE STORE
SPARKS TOBACCONIST
HOLLAND & BARRETT HEALTH FOOD
NEW LOOK LADIES WEAR
NORTH COURT
BRUNCH CAFE & COFFEE HOUSE
SAVERS HEALTH & BEAUTY
MENKIND
DEICHMANN SHOES
JD SPORTS GOODS
VACANT
LIONS CLUB CHARITY SHOP
THE PERFUME SHOP HEALTH & BEAUTY
POUNDWORLD DISCOUNT STORE
THE ENTERTAINER TOYS & GAMES
CARDS DIRECT CARDS
STAG LONDON
VACANT
PUNKY FISH LADIES WEAR
THOMAS COOK TRAVEL AGENT
ALFRESCO'S CAFE
NORTH MALL
SOUTH MALL
SOUTH COURT STORE B
MARLOWES SHOPPING CENTRE
FAREHAM HOUSE
CENTRE COURT
ADVICE CENTRE
ARRIVA TOUR OP
TRAVELODGE HOTEL & SPECTRUM HEALTH CENTRE
LIFT TO CAR PARK
EXIT TO MULTI-STOREY CAR PARK
MARKS & SPENCER (2 RETAIL FLOORS) VARIETY STORE
WILKO HOUSEHOLD GOODS
NEXT LADIES & MENS WEAR (2 RETAIL FLOORS)
UNIT 1
UNIT 2
UNIT 3
UNIT 4
UNIT 5
UNIT 6 - 7
UNIT 9
UNIT 10
WATERSTONES BOOKS
PANDORA JEWELLERY
TOPSHOP LADIES WEAR
TOPMAN MENS WEAR
SPRINGFIELD'S GENTS
ANYTIME FITNESS HEALTH CLUB
BATHSTORE BATHROOM FURNITURE
PIZZAEXPRESS RESTAURANT
TOYS 'R' US TOYS & GAMES (2 RETAIL FLOORS)
DEBENHAMS DEPARTMENT STORE (3 RETAIL FLOORS)
H&M CLOTHING
CLARKS SHOES
ROMAN ORIGINALS LADIES WEAR
MONSOON LADIES WEAR
PRIMARK CLOTHING
SUBWAY S/W BAR
COSTA COFFEE SHOP
VACANT
THREE TELEPHONES
MUFFIN BREAK
KRISP LADIES WEAR
EDGE MENS WEAR
BLUE INC MENS WEAR
ERNEST JONES JEWELLER
PEP&CO DEPARTMENT STORE
CLINTONS CARDS & GIFTS
H SAMUEL JEWELLER
METRO BANK
HALIFAX BANK
SELECT LADIES WEAR
4U2C MENS WEAR
TONI & GUY HAIRDRESSING
THE MONEY SHOP
BURGER KING FAST FOOD RESTAURANT (2 RETAIL FLOORS)
THE SALVATION ARMY CHARITY SHOP
ZOE CLOTHING
MEX TELEPHONES
GREGGS BAKER
GAME COMPUTER GAMES
HSBC BANK
BONMARCHE LADIES WEAR
OUR HOMES RETAIL OUTLET
RIVER ISLAND LADIES & MENS WEAR
THE SCENE LADIES WEAR
VISION EXPRESS OPTICIAN
USC LADIES & MENS WEAR
KADOO FLORIST
VACANT
F HINDS JEWELLER
TRAVEL GOODS
CARD FACTORY CARDS & GIFTS
VISION EXPRESS OPTICIAN
WARREN JAMES JEWELLER
EVANS LADIES WEAR
ENTRANCE
CHOZEN NOODLE TAKE AWAY
SUPERCUTS HAIRDRESSING
TELEPHONES
EE
SUPERDRUG HEALTH & BEAUTY
ENTRANCE
VACANT
DOMINO'S PIZZA TAKE AWAY
SPARKS RESTAURANT
PIZZA & GOOD TAKE AWAY
ENTRANCE
VACANT
KAPA JOHN'S PIZZA T/A
VACANT
MILLENIUM STEAK HOUSE TAKE AWAY
TOPS PIZZA TAKE AWAY
ENTRANCE
VACANT
ENTRANCE
VACANT
ENTRANCE
VACANT

Hemel Hempstead - Old Town



Legend

- Other (non retail)
- Vacant
- Leisure Service
- Financial and Business Service
- Retail Servce
- Comparison
- Convenience

North

50 metres

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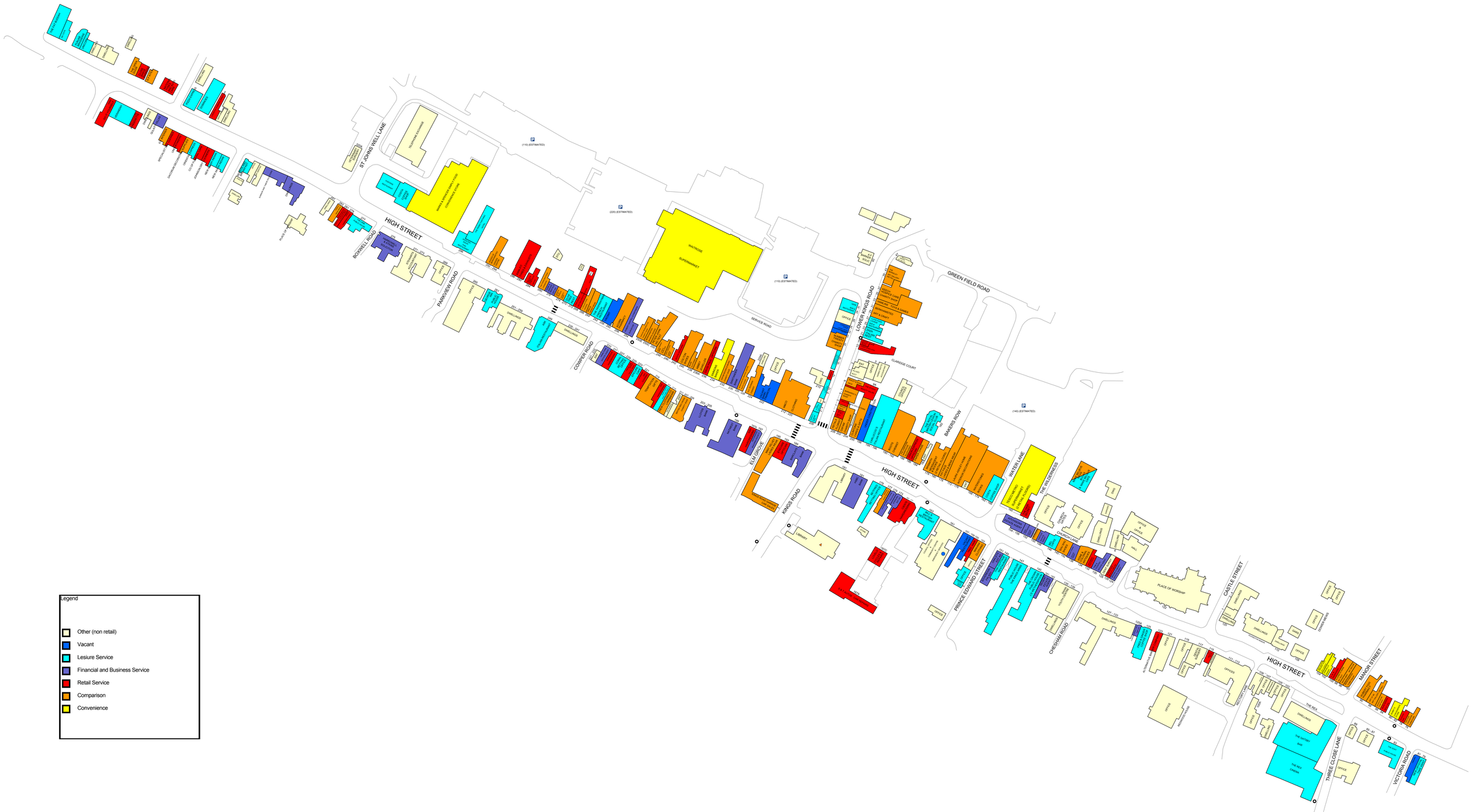
Berkhamsted



Legend

- Other (non retail)
- Vacant
- Lesiure Service
- Financial and Business Service
- Retail Service
- Comparison
- Convenience

North

50 metres

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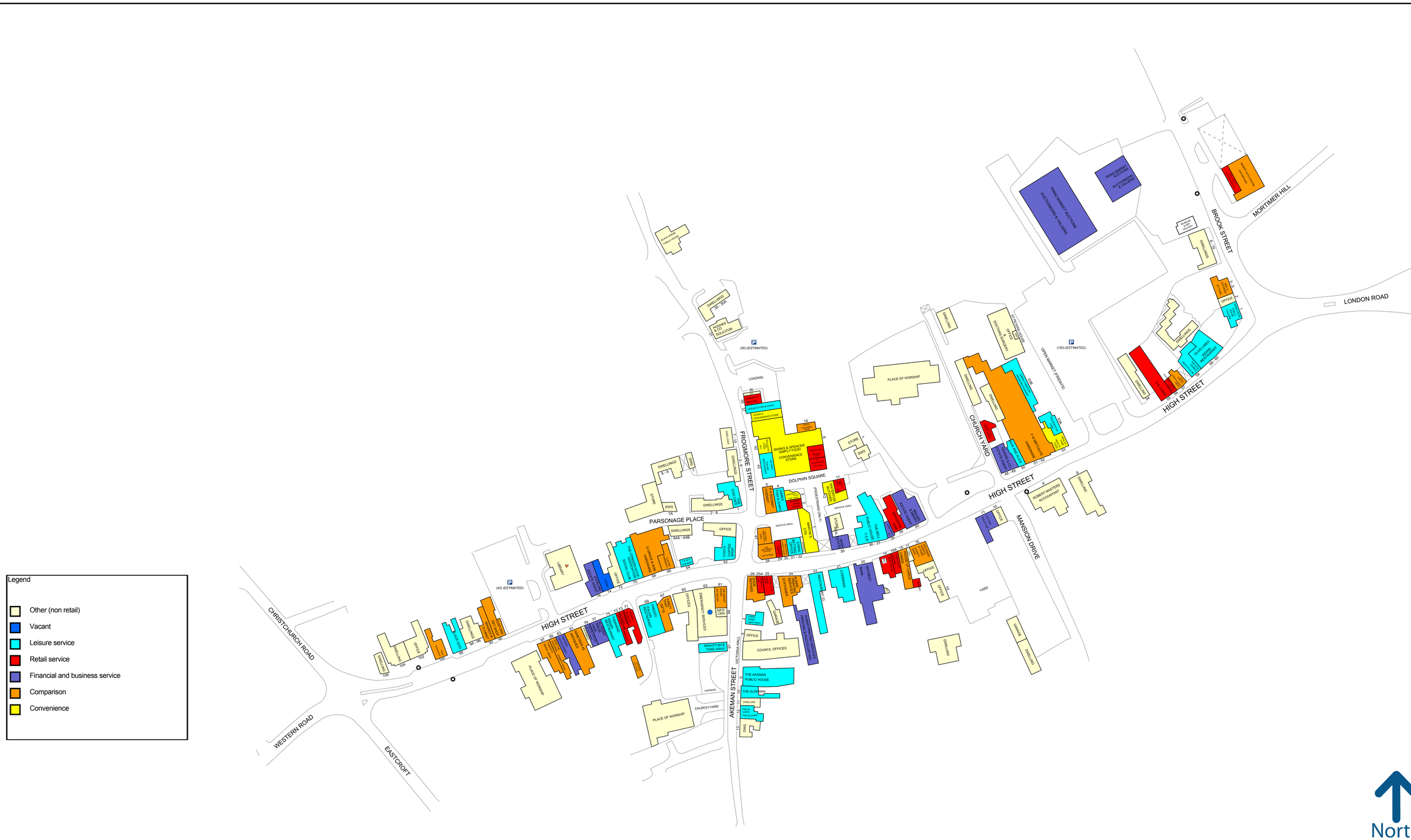
Tring



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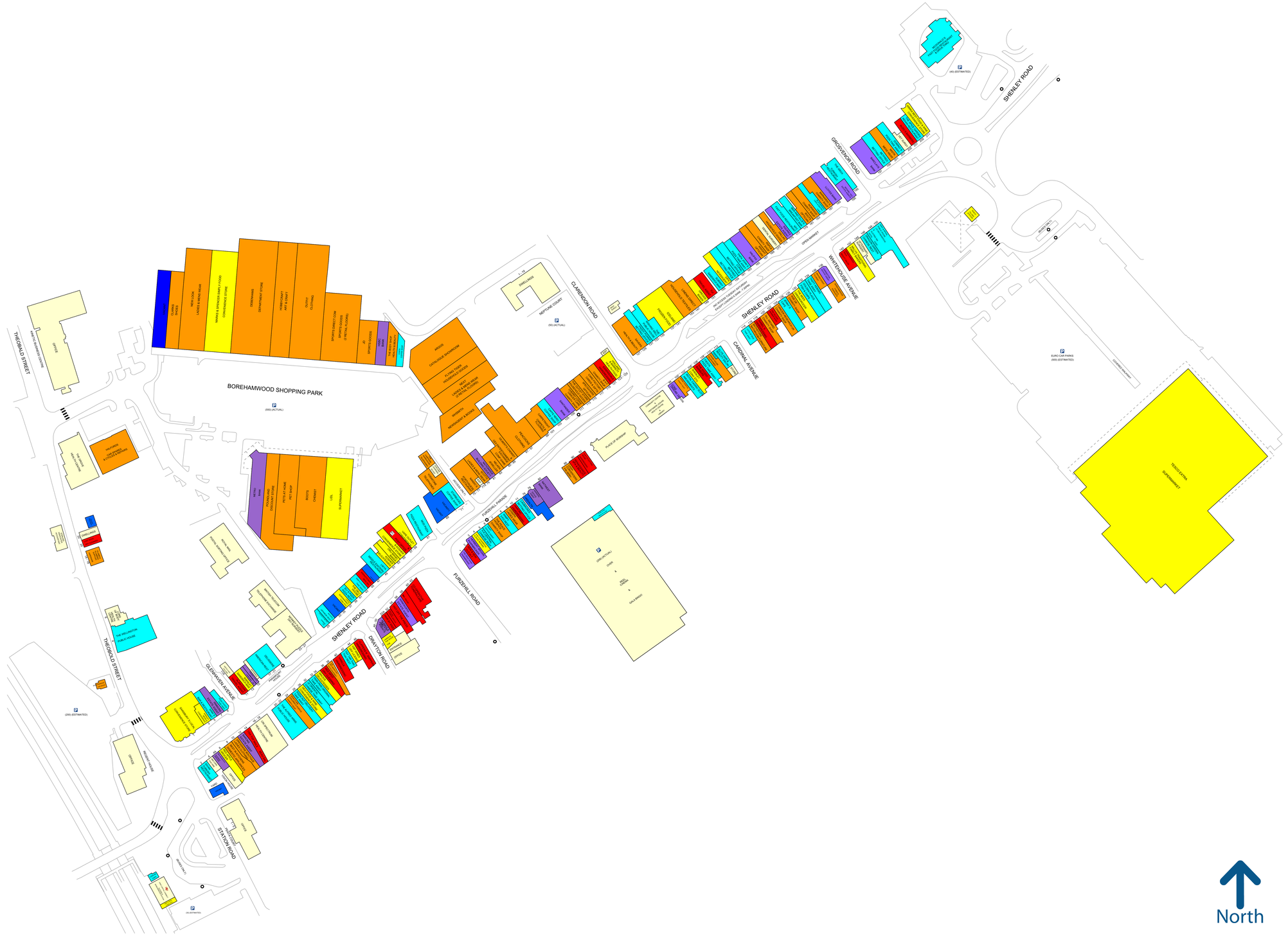
Borehamwood


BOREHAMWOOD SHOPPING PARK
(550) (ACTUAL)
SHENLEY ROAD
CLARENDON ROAD
GROSVENOR ROAD
WHITEHOUSE AVENUE
CARDINAL AVENUE
OPEN MARKET
NEPTUNE COURT
(50) (ACTUAL)
THEOBALD STREET
FURZEHILL ROAD
DRAYTON ROAD
GLENVIEW AVENUE
STATION ROAD
PURCELL PARADE
RIVERSIDE PLACE
ASHLEY ROAD
(100) (ESTIMATED)
(60) (ESTIMATED)
(50) (ESTIMATED)
(200) (ESTIMATED)
EURO CAR PARKS
(500) (ESTIMATED)
(250) (ESTIMATED)
(ON-STREET)
CLOSED
CHURCH
OFFICES
OFFICE
TESCO EXTRA
SUPERMARKET
CLOSED CHURCH
CLOSED MUSEUM
DWELLINGS
PLACE OF WORSHIP
PUBLIC TOILETS
THE SKELLETON
PUBLIC HOUSE
NEW TRAVELODGE
HOTEL
CLARKS
NEXT
NEW LOOK
LADIES & MENS WEAR
MARKS & SPENCER SIMPLY FOOD
CORNERSTONE STORE
DEBENHAMS
DEPARTMENT STORE
HOBBYCRAFT
ARTS & CRAFTS
OUTFIT
CLOTHING
SPORTS DIRECT.COM
SPORTS GOODS
(RETAIL FLOORS)
JD
SPORTS GOODS
HIGH
STREET
THE BODY SHOP
SUPERDRUG
HEALTH & BEAUTY
MATALAN
CLOTHING
HOUSEHOLD
TEXTILES & SOFT FURNISHINGS
WILKO
DIY & HOUSEHOLD GOODS
MARKS
CATALOGUE SHOWROOM
FLYING TIGER
<DISCOUNT> GOODS
HEAD
LADIES & MEN'S/KIDS
CLOTHING & FOOTWEAR
ARGOS
CATALOGUE SHOWROOM
WATCH
JEWELLERY & WATCHES
SUPERDRUG
HEALTH & BEAUTY
PEACOCKS
CLOTHING
CARPHONE
WAREHOUSE
MOBILE PHONES
& ACCESSORIES
SAVERS
HEALTH & BEAUTY
CLARKS
SHOES
BOOTS
CHEMIST
LIDL
SUPERMARKET
PETS AT HOME
PET SHOP
ALDI
FOOD
SUPERMARKET
METRO
BANK
CLOSED
CHURCH
DISCOUNT STORE
THE WORKS
BOOKS
CARDS
GIFTWARE
CARD FACTORY
GREETINGS CARDS
& GIFTWARE
SUPERDRUG
HEALTH & BEAUTY
THE WORKS
BOOKS
CARDS
GIFTWARE
SUPERDRUG
HEALTH & BEAUTY
SUPERDRUG
HEALTH & BEAUTY
SUPERDRUG
HEALTH & BEAUTY

Potters Bar - Darkes Lane



Legend

- Other (non retail)
- Vacant
- Leisure service
- Financial and business service
- Retail service
- Comparison
- Convenience

North

50 metres

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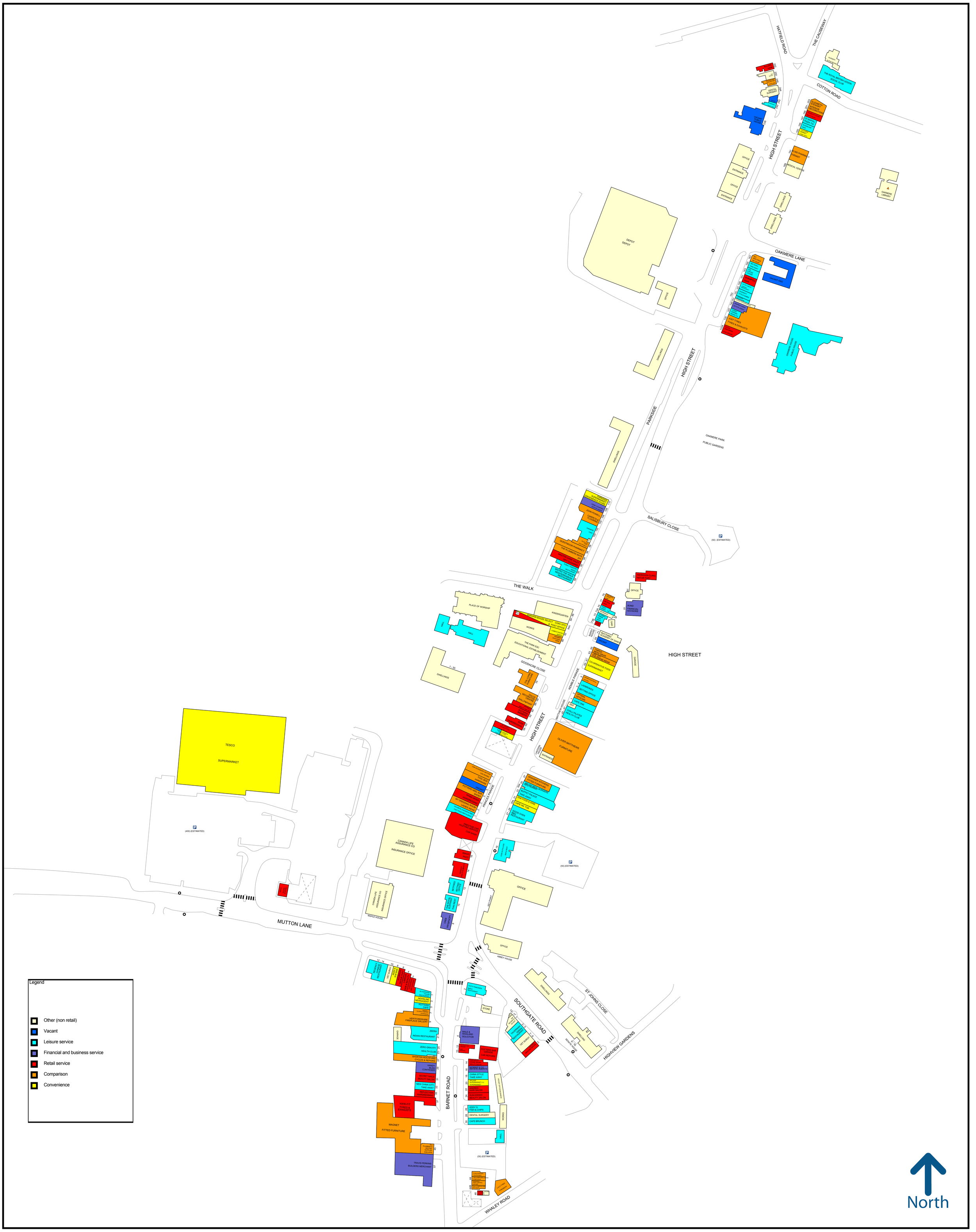
Potters Bar - High Street



50 metres

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Bushey



Legend

- Other (non retail)
- Vacant
- Leisure service
- Financial and business service
- Retail service
- Comparison
- Convenience

North

50 metres

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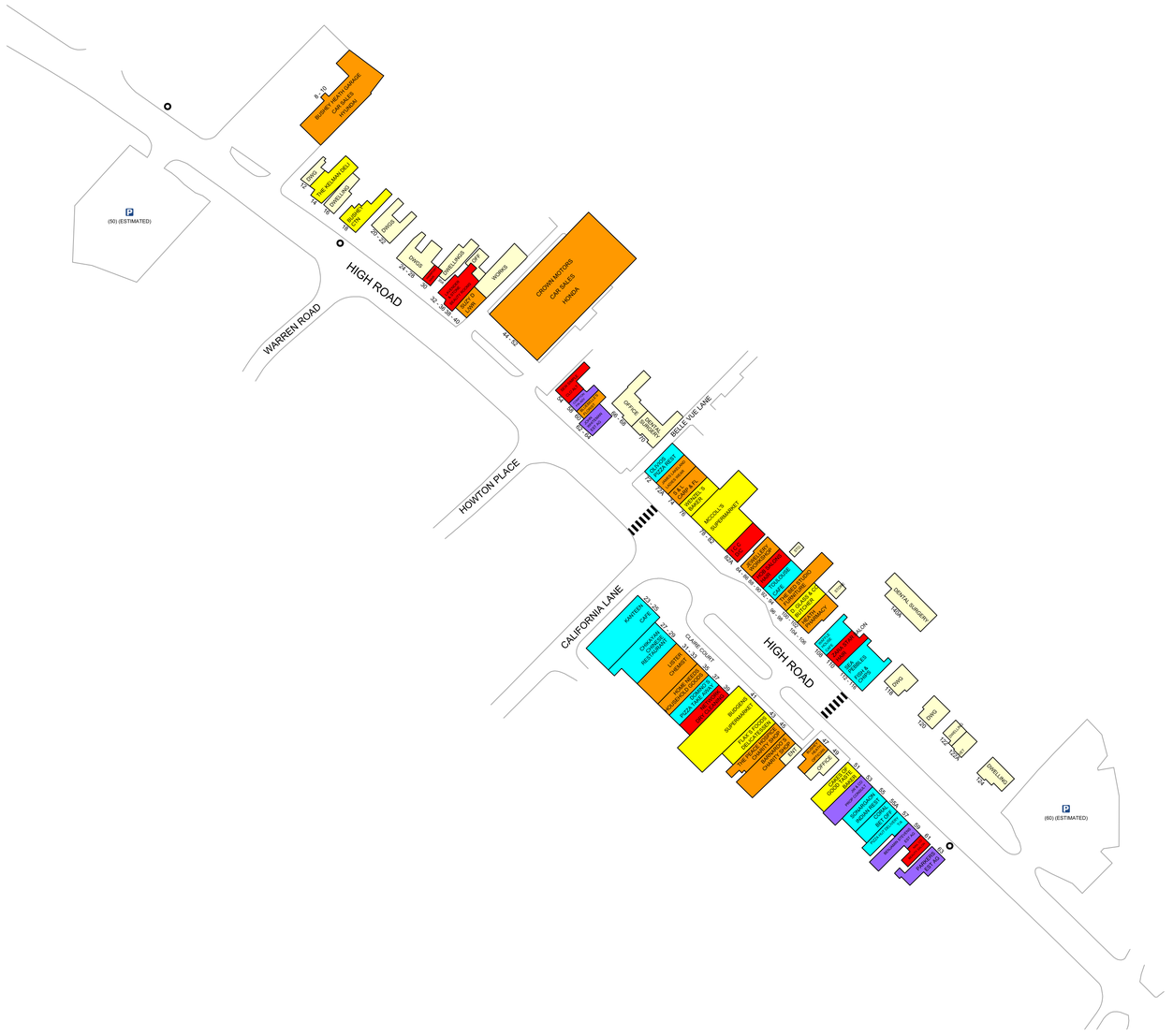
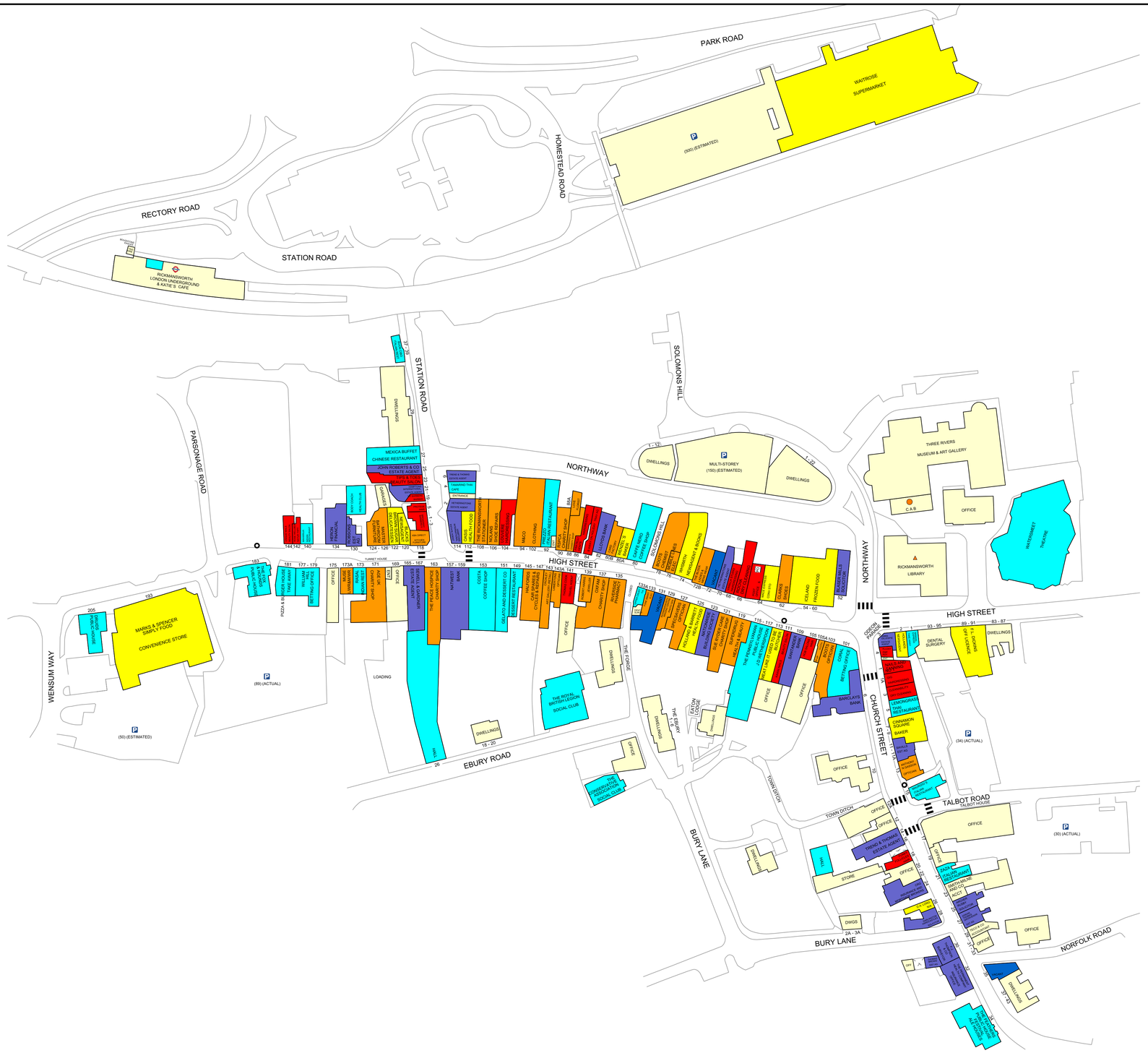
Bushey Heath


HIGH ROAD
WARREN ROAD
HOWTON PLACE
BELLE VUE LANE
CALIFORNIA LANE
CLARE COURT
(50) (ESTIMATED)
(60) (ESTIMATED)
CROWN MOTORS CDR SALES HONDA
BUSHEY HEATH MANAGE CDR SALES HOSPITAL
DENTAL SURGERY
VACANT
OFFICES
DENTAL SURGERY
KASHOO CAFE
CHINESE RESTAURANT
LISTER CHEMIST
CO-OP FOOD
CO-OP FOOD
BOOTS
MCCOLL'S SUPERMARKET
LEXUS
LEXUS
CO-OP FOOD
CO-OP FOOD
CO-OP FOOD

Rickmansworth



Legend

- Other (non retail)
- Vacant
- Leisure service
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- Convenience

North

50 metres

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Legend

- Other (non retail)
- Vacant
- Leisure service
- Financial and business service
- Retail service
- Comparison
- Convenience

50 metres

North

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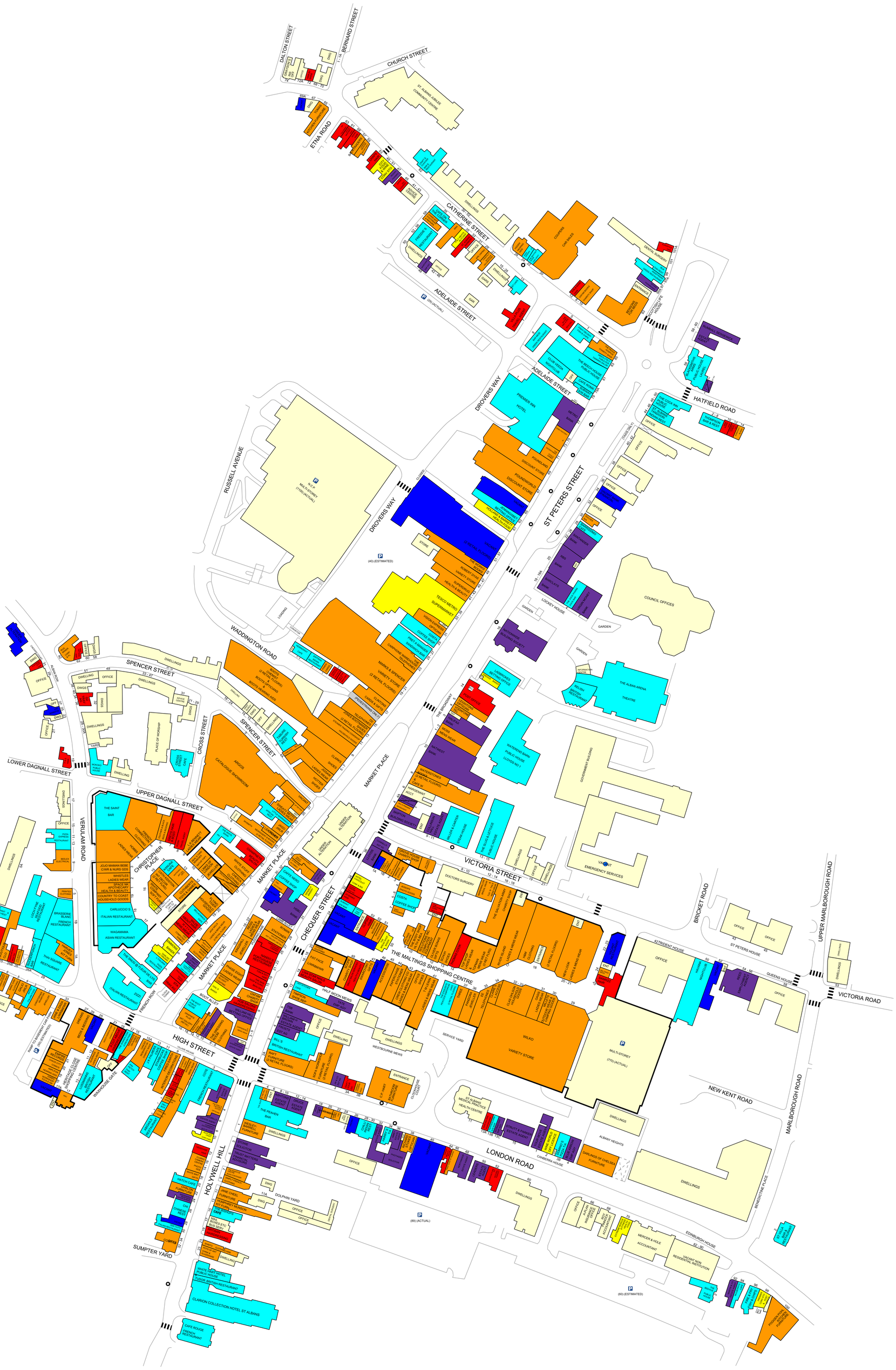
St Albans


DALTON STREET
BERNARD STREET
CHURCH STREET
ST ALBANS PUBLIC COMMUNITY CENTRE
ETNA ROAD
CATHERINE STREET
DWELLINGS
COUPERS CAFE BAILES
DENTAL SURGERY
ADELAIDE STREET
(26 ACTUAL)
DROVERS WAY
PREMIER INN HOTEL
HATFIELD ROAD
THE CLOCK INN
RUSSELL AVENUE
N.C.P. MULTI-STOREY (1100) (ACTUAL)
(40) (ESTIMATED)
ST PETERS STREET
COUNCIL OFFICES
LOCKEY HOUSE
GARDEN
WADDINGTON ROAD
SPENCER STREET
CROSS STREET
ARGOS CATALOGUE SHOWROOM
MARKS & SPENCER VARIETY STORE (2 RETAIL FLOORS)
TESCO METRO SUPERMARKET
THE ALBAN ARENA THEATRE
INFORMATION CENTRE
MARKET PLACE
THE BROADWAY
POST OFFICE
WATERSTONES BOOKSELLER
WATERSTONES CAFE W.H. SMITH
WATERSTONES CAFE MARGARITA
WATERSTONES CAFE COSTA
WATERSTONES CAFE CAFE ROUGE
WATERSTONES CAFE PIZZA EXPRESS
WATERSTONES CAFE BELLER ELECTRICAL
WATERSTONES CAFE BOOTS OPTICIANS
WATERSTONES CAFE BOOTS HEALTH & BEAUTY
WATERSTONES CAFE BOOTS HOUSEHOLD GOODS
WATERSTONES CAFE BOOTS PHOTO
WATERSTONES CAFE BOOTS CHEMISTS
WATERSTONES CAFE BOOTS
WATERSTONES CAFE BOOTS CAFE
WATERSTONES CAFE BOOTS CAFE
WATERSTONES CAFE BOOTS CAFE

Harpenden



Legend

- Other (non retail)
- Vacant
- Leisure service
- Financial and business service
- Retail service
- Comparison
- Convenience

North

50 metres

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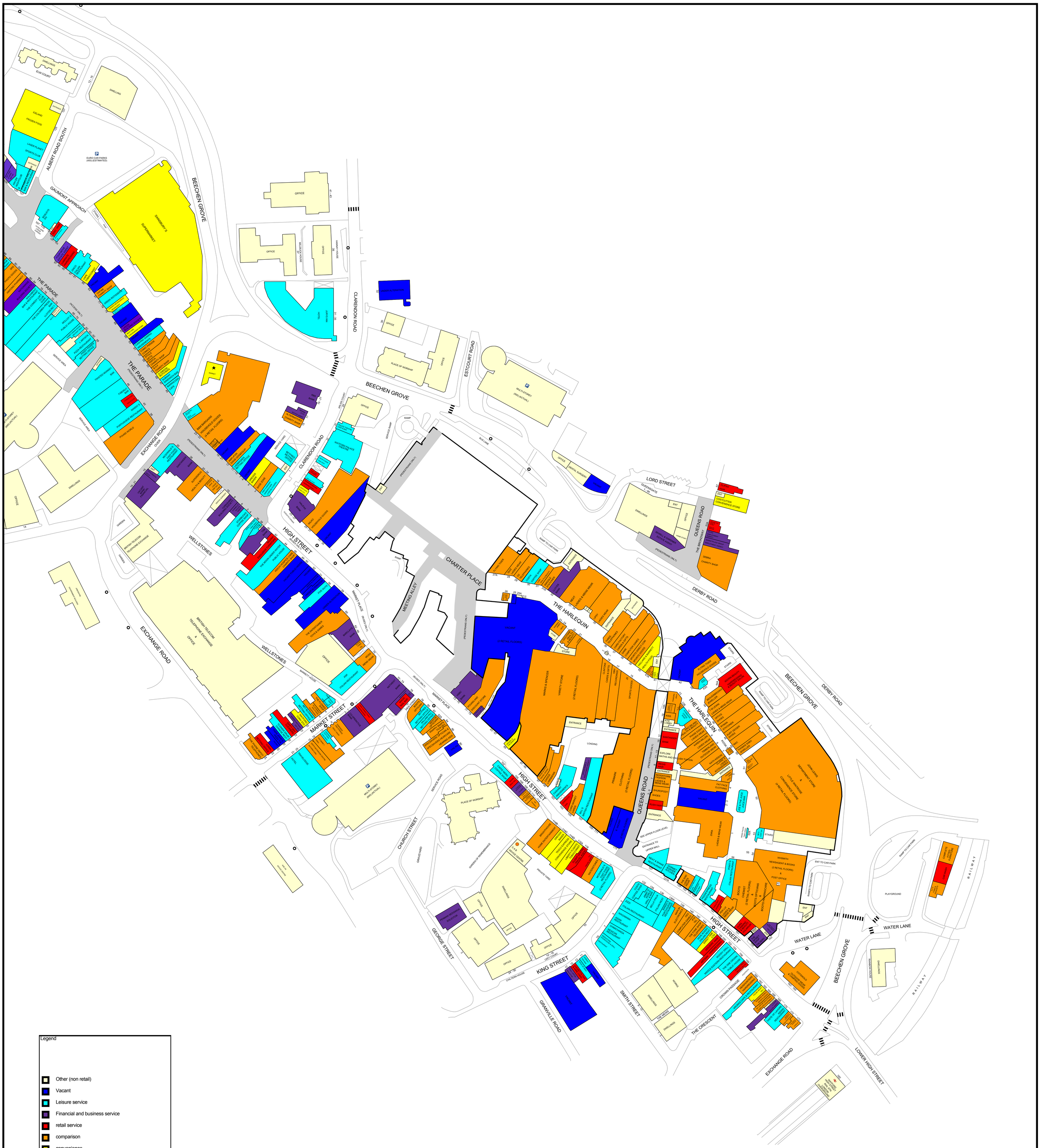
Watford Central (north)


HEMPSTEAD ROAD
HEMPSTEAD ROAD
THE AVENUE HEALTH CENTRE
ST ALBANS ROAD
BEECHEN GROVE
WATFORD CENTRAL LEISURE CENTRE
LIBRARY
POND
(130) (ESTIMATED)
(50) (ESTIMATED)
(80) (ESTIMATED)
(70) (ESTIMATED)
DWELLINGS
ELM COURT
DWELLING
THE PARADE
(PEDESTRIANS ONLY)
ICELAND
FROZEN FOOD
LASER PLANET
SPORTS CLUB
ALBERT ROAD SOUTH
EURO CAR PARKS
(400) (ESTIMATED)
FAIRCROSS HOUSE SHOPS
POND
GAUMONT APPROACH
SAINSBURY'S
SUPERMARKET
COUNCIL OFFICES
COUNCIL OFFICES & THE COLOSSEUM THEATRE
HALSEY MASONIC HALL
OFFICE
RICKMANSWORTH ROAD
THE BEECHES
BALLINGER COURT
DWELLINGS
ROSSLYN ROAD
OFFICE
OFFICE
OFFICE

Watford Central (south)


ALBERT ROAD SOUTH
BEECHEN GROVE
CLARENDON ROAD
ESTCOURT ROAD
GAUMONT APPROACH
THE PARADE
EXCHANGE ROAD
WELLSTONES
HIGH STREET
MARKET STREET
CHARTER PLACE
MEETING ALLEY
MARKET PLACE
CLARENDON ROAD
BEECHEN GROVE
RUSLAND COURT
RUSLAND LANE
RAMP
SERVICE RAMP
RAMP-TO-CAR PARK
PEDESTRIANS ONLY
LORD STREET
QUEENS ROAD
THE BROADWAY
DERBY ROAD
THE HARLEQUIN
QUEENSGATE
CHURCH STREET
GRANVILLE ROAD
GEORGE STREET
KING STREET
SMITH STREET
CROWN PASSAGE
THE CRESCENT
LOWER HIGH STREET
WATER LANE
CHILTERN HOUSE
MARKET HOUSE
ELM COURT
DWELLINGS
DWELLING
EURO CAR PARKS (400) (ESTIMATED)
MULTI-STORY (580) (ACTUAL)
OFFICE
PLACE OF WORSHIP
HOTEL
ICELAND FROZEN FOOD
LASER PLANET SPORTS CLUB
SAINSBURY'S SUPERMARKET
BRITISH TELECOM TELEPHONE EXCHANGE & OFFICE
WATFORD PALACE THEATRE
WATFORD MUSEUM
CAB SERVICE CENTRE
RAILWAY
PLAYGROUND
CEMETERY
CHURCHYARD
GARDEN
GRAVEYARD
PRIVATE YARD
SERVICE YARD
LOADING
ENTRANCE
STORE
STAIRS
ENT
ENT TO CAR PARK
SEE UPPER FLOOR LEVEL
ENTRANCE TO UPPER MALL
CAR PARK ENTRANCE
CAR PARK EXIT
CAR PARK ENTRANCE & EXIT
CAR PARK ENTRANCE / EXIT
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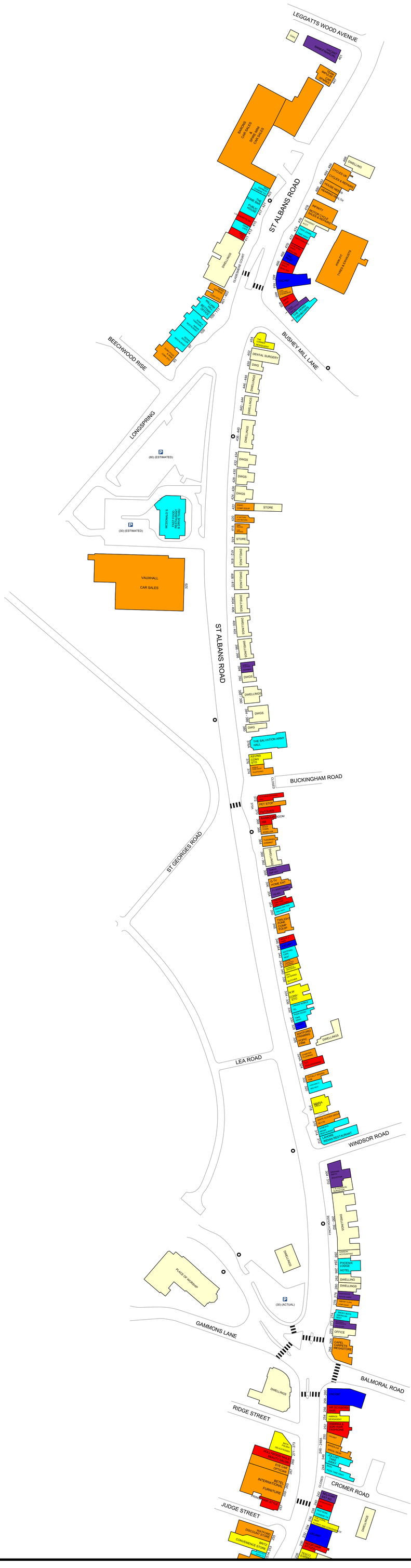
Watford - St Albans Road (north)



Legend

- Other (non retail)
- Vacant
- Leisure service
- Financial and buisness service
- Retail service
- Comparison
- Convenience

50 metres

Experian Goad Plan Created: 15/04/2018
Created By: Nexus Planning Ltd

Mapping sourced from Ordnance Survey

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Watford - St Albans Road (south)



Legend

- Other (non retail)
- Vacant
- Leisure service
- Financial and buisness service
- Retail service
- Comparison
- Convenience

North

50 metres

Experian Goad Plan Created: 15/04/2018
Created By: Nexus Planning Ltd

Mapping sourced from Ordnance Survey

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Appendix C | Health Checks

Hemel Hempstead (New Town and Old Town)
Dacorum Borough Council

Description	Hemel Hempstead is identified as a minor sub regional centre and is the main centre serving Dacorum Borough Council. The centre is located south of Luton and west of St Albans. Hemel Hempstead Old Town is located north of the new town along the High Street.
Current Status	Principal Town Centre







Table C.1 Town Centre Composition

Hemel Hempstead	Units (%) 2003	Units (%) 2008	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	5.0	5.0	6.1	8.8	9.8	15.2
Comparison	47.0	54.0	33.0	31.0	49.7	34.9
Retail Services	44.0*	*32.0	14.0	14.5	5.7	6.8
Leisure Services	*	*	22.3	23.9	14.6	25.0
Financial and Business Services	*	*	14.2	10.3	10.2	7.7
Vacant	3.0	9.0	10.3	11.2	10.1	9.8
TOTAL	100	100	100	100	100	100

**Figure represents all services (retail services, leisure services and financial and business services)*
Source: 2004 figures from Dacorum Retail and Leisure Study January 2006, 2008 figures from Dacorum Retail Study update 2009 and 2017 figures are from Experian Goad Category Report 2017

Overall Composition

At the time of the Nexus site visits there were 358 units within Hemel Hempstead Town Centre (including Hemel Old Town).

The health check assessments are based on Experian Goad Plans which include Hemel Hempstead and Hemel Old Town on two separate plans. However, as both Hemel Hempstead and Hemel Old Town are located within the town centre boundary, for the purpose of this health check they are considered together. For this reason, there may be discrepancies in the number of town centre units from previous studies.

The Town Centre Boundary for Hemel Hempstead, as shown within Dacorum Borough Council's Policies Map, extends from St Albans Road to the south to Fletcher Way just north of Old Hemel Hempstead.

Primary shopping frontages are located to the south of the centre along the pedestrianised area of Marlowes and within the two purpose built shopping centres, the fully enclosed Marlowes Shopping Centre (1990) and the Riverside Centre (2005). Secondary Frontage is located mainly in Marlowes (north of the pedestrianised area), Bridge Street, Market Square and Waterhouse Street.

As outlined in Figure 4.5 of Chapter 4, the total retail floorspace for Hemel

	Hempstead is 80,230, the second highest of the Study Area after Watford.
Convenience & Comparison Goods	At 6.1%, convenience representation within the town centre is below the UK average of 8.8%. Asda, the town centres anchor convenience store, is located to the north of the new town (3,660 sq m). Iceland and Marks and Spencer food hall also provide a fairly substantial convenience offer within the town centre. The underrepresentation of convenience stores in Hemel Hempstead Town Centre reflects the strong presence of out of centre food stores including Sainsbury's at London Road and Tesco at Jarman Park Retail Park. The NEMS Household Survey highlighted that the majority of respondents (33.4%) residing in Zone 11 (the zone Hemel Hempstead is located within) undertook their last main food shop at Tesco Superstore, outside of the town centre. In comparison, 7.4% of respondents carried out their last main shop at Asda, the town centre's anchor store. At 33.0%, comparison representation is marginally above the UK average of 31.0%. Representation has declined from 54.0% since 2008, which is likely to be reflective of the impending Marlowes Centre refurbishment. There are a significant number of national multiples located within the town centre. Anchor comparison stores include Debenhams, Marks and Spencer and Primark. Other multiple retailers include Next, Topshop, Boots, WH Smith, TK Maxx, River Island and New Look all of which provide a draw to the town centre. Higher quality retailers are located at the Riverside Centre and the south of the Marlowes with lower retailer quality along the Marlowes. It is intended that the retail offer in this location will be enhanced through the refurbishment of the Marlowes Centre. Convenience and comparison stores in Hemel Old Town are wholly made up of independent units, predominantly boutique style stores. Hemel Hempstead has a total of 14 charity shops the majority of which are located along the Marlowes. There are no charity shops located in Hemel Old Town.
Services	Retail service representation (14.0%) is currently in line with the UK average of 14.5%. Representation of leisure services (22.3%) is below the UK average of 23.9%. Currently there is a stronger leisure offer in Hemel Old Town which offers a range of restaurants and popular public houses. In comparison, the leisure offer at Hemel Hempstead New Town consists mainly of takeaways and cafes reflecting the limited night time economy. This is reflected in the NEMS Household Survey results where

	13% of respondents who visit Hemel Hempstead the most would like to see more restaurants over any other leisure facility. Overall, there is a strong representation of financial and business services within the centre. This is predominantly due to the strong offer in Hemel Old Town where 24.5% of units are financial or professional services compared to 10.6% in the New Town. The strong representation of services in the Old Town Centre reflects its secondary retail offer and complements the New Town which is dominated by comparison good stores. In terms of the evening economy, 24 of all 263 units within Hemel Hempstead Town Centre (New Town) are restaurants, takeaways, pubs, or bars, equating to 9.1% of all units. There is a much stronger evening economy in Hemel Old Town where there are 18 restaurants, takeaways, pubs or bars equating to 19.0% of overall representation.
Vacancies	The representation of vacant units (10.3%) is currently below the UK average of 11.2%. Representation of vacant units is consistent in both the Old Town (10.6%) and New Town (10.2%). Vacancies in the New Town are mainly within the Marlowes Centre and along the Primary Shopping Frontage reflecting the impending refurbishment of this area. A few vacancies are also still evident at the Riverside Centre. It is understood that two of these units have never been occupied.
Rents	From reviewing available online sources, retail rents vary quite considerable throughout the centre. Retail units within the Marlowes shopping centre have average rents of £14.00 psf. However, rents further north of the town centre and along Waterhouse Street reach up to circa £30.00 psf. Low rents within the Marlowes are likely to reflect the shopping centre refurbishment and the number of temporary leases currently available. Rents are also particularly low at the Market Square (as low as £20.00 psf), reflecting the undesirability of this location. Rents at the Riverside Centre are shown to be slightly higher than at the Marlowes centre, at around £20.00 psf. **Source:** http://www.shopproperty.co.uk/shops/Hemel%20Hempstead
Pedestrian Flows	At the time of the Nexus site visits, the highest pedestrian flows were witnessed along the pedestrianised Primary Shopping Area along the Marlowes. Pedestrian flows were lower to the north of the Marlowes where the New Town joins the Old Town. This reflects the linear nature of the Town Centre which feels disjointed in parts. A fair amount of activity was also witnessed around the Riverside Centre.

	Lower levels of activity were witnessed around Market Square. Although low levels of activity were evident at the Old Town during the day, the high presence of restaurants means there is a fair amount of activity into the night.
Accessibility	The town centre is easily accessible via car and is located approximately 4km from Junction 8 of the M1 and 5 km from Junction 20 of the M25. The town centre has a total of six car parks (both short stay and long stay) within close proximity to the town centre. At the time of the Nexus site visits there was limited capacity in the majority of the car parks. Unsurprisingly, the NEMS Household Survey results indicated that the majority of respondents who visited Hemel Hempstead travelled by car (68.8%), whereas only 13.3% tend to walk. At the time of the Nexus site visits there was a fair amount of traffic on roads through and surrounding the centre. This could potentially deter pedestrians from walking outside of the main pedestrianised Primary Shopping Area of the Marlowes, the Marlowes Centre and the Riverside Centre. The following car parks are located in Hemel Hempstead Town Centre; • Hillfield Road – 300 spaces (paid parking) • Marlowes Shopping Centre - 1,200 spaces (paid parking) • Riverside Shopping Centre – 369 spaces (paid parking) • Moor End Road – 72 spaces (paid parking) • Water Gardens South - 112 spaces (paid parking) • Water Gardens North – 292 spaces (paid parking) Hemel Hempstead Old Town is served by Alexandra Road Car Park – 16 spaces (paid parking), The Gables Car Park – 19 spaces (paid parking) and High Street Car Park – 80 spaces (paid parking). The Old Town is served by on street parking and has a much more pedestrian friendly environment. Hemel Hempstead train station is located to the south west of the town centre and is accessed from the A4251. Although the station is disconnected from the town centre, regular bus services run into the main shopping area. Particularly good automated bus signage was noted along the Marlowes.
Perception of Safety	At the time of the Nexus site visits, the centre had a safe ambiance and CCTV was evident. However, an improved evening economy would lead to enhanced surveillance at night time.
Environmental Quality	Hemel Hempstead has a varied environmental quality. Whereas the south of the centre (including the Riverside Centre and primary shopping area along Marlowes) appears well maintained and pleasant with high quality street furniture, plenty of

	seating, street art and a children's play area, the quality is reduced north of the pedestrianised area. This is particularly evident at the Market Square which includes a large underutilised space that is uninviting to pedestrians. In this area and further north of Marlowes, the shopping frontages are also poorly maintained. A street market is held on the Marlowes on Thursday, Friday and Saturday and an antique market on Wednesdays which provides a further draw to the pedestrianised area of the centre. The environmental quality and atmosphere within the Marlowes Shopping Centre was notably poor and shopping frontages appear dated. At the time of the Nexus Site visits, signage was also noted to be poor. The Old Town has a historic feel and a particularly pleasant environmental quality with well-maintained shop fronts and public realm.
Stakeholder Feedback	No stakeholder responses were received for Hemel Hempstead.

Berkhamsted
Dacorum Borough Council

Description	The historic market town of Berkhamsted is the second largest settlement in Dacorum Borough and is located approximately 5 miles west of Hemel Hempstead, which it sits below in the Council's retail hierarchy. The town centre is linear in nature running from north west to south east with the main retail area focused along the High Street and Lower Kings Road.
Current Status	Secondary Town Centre







Table C.2 Town Centre Composition

Berkhamsted	Units (%) 2004	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	4.0	4.2	8.8	20.2	15.2
Comparison	35.0	34.0	31.0	29.4	34.9
Retail Services	57.0 (all services)	20.4	14.5	10.8	6.8
Leisure Services	-	24.1	23.9	26.5	25.0
Financial and Business Services	-	14.1	10.3	10.5	7.7
Vacant	3.0	3.1	11.2	2.6	9.8
TOTAL	100	100	100	100	100

**Figure represents all services (retail services, leisure services and financial and business services)*
Source: 2004 figures from Dacorum Retail and Leisure Study January 2006 and 2017 figures are from Experian Goad Category Report 2017

Overall Composition

The town centre boundary, as allocated within Dacorum Borough Council's Proposals Map, extends to the west to Kitsbury Road and just after Park Street to Victoria Road and Ravens Lane to the south east. The Experian Goad Plan for the centre does not include the parades of shops past St John's Well Lane to the north west of the town centre. However, these units, which are predominately made up of service units split up by a number of dwellings, have been included in our assessment due to their location within the town centre boundary.

The Primary Shopping Frontage currently runs along the north side of the high street from Water Lane to opposite Cowper Road. Secondary Shopping Frontages extend west of the primary frontage to St John's Well Lane and east to St Peter's Church. Secondary frontages also run on the south side of High Street from Cowper Road in the west to Chesham Road in the east and along both sides of Lower King Road.

The overall number of units in the centre has increased from 159 units in 2004 to 191 units in 2017. This is a fairly substantial increase and is likely to be attributed to changes to the Experian use class classification.

As illustrated in Table 4.5 in Chapter 4, the total retail floorspace for Berkhamsted is £29,770 sq m.

Convenience & Comparison Goods	The centre is anchored by Waitrose, Marks and Spencer Simply Food and Tesco Metro. The centre has a particularly low representation of convenience units which account for just 4.2% of the centre's overall units. This is less than half the UK average of 8.8%. However, convenience floorspace is above the UK average, owing to a small number of larger units (Waitrose, Marks and Spencer and Tesco Metro). At 3,150 sq m, Waitrose is the largest retail unit in the town centre. Waitrose is also the most popular convenience store in Berkhamsted with the NEMS Household Survey indicating that 53.9% of respondents (residing within Zone 13- Berkhamsted) undertake their main food shop at this store. The centre contains a mixture of independent stores and national multiples. Representation of comparison units is above the UK average of 31.0% but has decreased slightly from 35.0% to 34.0% since 2004. The majority of comparison units are located along the 'Primary Shopping Frontage' to the north side of the High Street. These include a number of Major Retailers including Waterstones, Boots, WH Smith, Clintons and Carphone Warehouse. The market which is held on Wednesdays and Saturdays along the Primary Shopping Frontage of the high street is a popular attraction to the town centre. In total there are 8 charity shops located within Berkhamsted Town Centre, five of which are located on the High Street and three on Lower Kings Road.
Services	The strongest service is leisure (accounting for 24.1% of all retail units) reflecting the number of restaurants and vibrant night time economy within the centre. This is highlighted in the NEMS Household Survey results where 66.4% of respondents residing in Zone 13 (the Zone Berkhamsted is located within) said they visited the town centre for their last trip to a restaurant. Similarly, 78.9% of Zone 13 respondents last visited the centre to go to a pub or bar. There are a plethora of public houses located along the High Street, contributing to the traditional feel of the centre. The Rex Cinema, located along Three Close Lane, is a popular leisure service that assists in boosting the night time economy. Representation of retail services (20.4%) and financial and business services (14.1%) are also above UK averages. There are 30 units that make up restaurants, takeaways, bars or public houses within the town centre which is 15.8% of the overall representation of units within the centre. In addition, the Rex Cinema provides an important contribution to the evening economy.
Vacancies	There are very few vacancies in the town centre. At 3.1%, this is well below the UK average of 11.2%.

Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail facilities in Berkhamsted is circa £50.00 psf. **Source:** http://www.shopproperty.co.uk/shops/Berkhamsted
Pedestrian Flows	At the time of the Nexus site visits, the highest pedestrian flows were witnessed along the Primary Shopping Frontage on High Street as well as Lower King Road, which is the access to Waitrose. There was also a moderate amount of footfall to the north west of the centre up towards Marks and Spencer Simply Food. The wider pavement and seating area fronting along the section of the High Street between Lower Kings Road and Water Lane encourages pedestrians to gather in this area. The street market also encourages high footfall to this area on market days. Similarly, the seating area fronting Marks and Spencer's Simply Food, and Costa Coffee encourages activity to the north west of the High Street.
Accessibility	The town centre is accessible from Junction 20 of the M25 along the A41 which is approximately 8 miles south east of the centre. Berkhamsted Train Station is located to the north of the town centre and is accessed along Lower Kings Road where trains run to and from London approximately every 20 minutes. The centre is well served by a number of bus routes that, amongst other locations, run to Hemel Hempstead, Slough, Amersham, Watford and Aylesbury. There are a number of car parks located in the town centre including; • Water Lane Car park – 96 spaces (paid parking) • Lower Kings Road – 121 spaces (paid parking) • Canal Fields – 88 spaces (free parking) • St Johns Well Lane Short Stay – 29 spaces (paid parking) • St Johns Well Lane Long Stay – 140 spaces (free) All but one (St Johns Well Lane) are short stay. Although nearly full, there were spaces available in all of the car parks at the time of the Nexus site visits. There is very limited on street parking throughout the centre. Construction of a multi storey car park off Lower Kings Road is due to commence in 2018. At the time of the Nexus site visits, there was a fair amount of traffic travelling through the centre. Although there are a number of pedestrian crossings located to the south east of the High Street, notably there were none to the north west, making this part of the centre harder to navigate on foot.
Perception of Safety	At the time of the Nexus site visits, the centre had a safe ambiance. This is assisted by the presence of CCTV along the High Street. The active night time economy also means there is natural surveillance late into the night.

Environmental Quality	There is a particularly good environmental quality in Berkhamsted which appears to be a pleasant market town. This is highlighted in the NEMS Household Survey where 12% of respondents stated that they most liked the 'environmental quality' of Berkhamsted. At the time of the Nexus site visits, it was felt that signage could be improved throughout the centre.
Customer Views and Behaviour	The NEMS Household Survey identified that 77.0% of respondents from Zone 13 (the Zone Berkhamsted is located within) visit Berkhamsted the most. When asked what would encourage them to visit the town centre more often, the majority of respondents said 'more parking'. This perhaps reflects the lack of on street parking throughout the centre.
Stakeholder Feedback	No stakeholder responses were received for Berkhamsted.

Tring
Dacorum Borough Council

Description	Tring is a small market town located within Dacorum Borough Council. Tring Town Centre's main shopping area is focused upon High Street and Dolphin Square shopping precinct.
Current Status	Secondary Town Centre







Table C.3 Town Centre Composition

Tring	Units (%) 2004	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	4.0	7.6	8.8	10.0	15.2
Comparison	25.0	27.2	31.0	26.5	34.9
Retail Services	67.0*	18.5	14.5	10.7	6.8
Leisure Services	*	30.4	23.9	28.0	25.0
Financial and Business Services	*	15.2	10.3	24.0	7.7
Vacant	3.0	1.1	11.2	0.7	9.8
TOTAL	100	100	100	100	100

**Figure represents all services (retail services, leisure services and financial and business services)*
Source: 2004 figures from the Dacorum retail study update 2006 and 2017 figures are from Experian Goad Category Report 2017

Overall Composition

At the time of the Nexus site visits, there were 92 units within the town centre which is unchanged since 2004, reflecting a stable town centre.

The town centre boundary, as identified in the Dacorum Borough Council Policies Map extends from Christchurch Road to the west to Brook Street to the east.

The Primary Shopping Frontage is located at the Dolphin Square Shopping Precinct. Secondary Shopping Frontages run along the north of the High Street from the library in the west to Forge car park in the east and along the south from the Baptist Church in the west to opposite the parish church in the east.

As illustrated in Table 4.5 in Chapter 4, the total retail floorspace for Tring is 12,590 sq m.

Convenience & Comparison	At 7.6%, representation of convenience units is below the UK average of 8.8%. However, the number of units has increased by 2 units since the 2004 study. Currently, Marks and Spencer's Simply Food is the largest convenience unit within the town centre (680 sq m). Lower than average convenience representation may be attributed to the presence of Tesco located just south east of the centre on London Road. As outlined in the NEMS Household Survey results, Tesco is the most popular convenience store within Zone 14 (the zone Tring is located within) with 66.5% of respondents carrying out their main food shop there. Comparison representation, both in terms of units (27.2%) and floorspace (26.5%), is below the UK averages of 31.0% and 34.9%, respectively, and predominantly made up of independent units. The NEMS Household Survey results indicated that, out of all respondents residing in Zone 14 (the zone Tring is located within) 64.0% of respondents visit the centre for chemist goods and 48.0% for DIY and gardening goods. There are three charity shops located within Tring Town Centre equating to 3% of the centre's overall representation.
Services	Representation of retail service units (18.5%) is above the UK average of 14.5%. There is a strong representation of leisure services which makes up 30.4% of overall units. This is above the UK average of 23.9% and reflects the number of restaurants and cafes within the centre. Representation of Financial and Business Services (15.2%) is also above the UK average – 10.2%. Notwithstanding this, Tring does not have a bank located within the town centre. Services are predominantly located on the edge of the High Street outside of the Primary Shopping Area. There are 18 units that contribute to the evening economy within the Town Centre (restaurants, bars, public houses and take away units) equating to 19.6% of the overall representation of retail units.
Vacancies	The number of vacancies in the town centre has reduced by 2 since 2004 and at the time of the Nexus site visits, there was only 1 vacancy within the town centre, located to the west of the High Street (74 High Street).
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Tring is circa £20.00 psf. **Source:** https://propertylink.estatesgazette.com/retail-for-rent/tring

Pedestrian Flows	At the time of the Nexus site visits, the centre was moderately busy with highest pedestrian activity witnessed in and around Dolphin Square precinct. The High Street also had fairly high activity.
Accessibility	The town centre is located between Aylesbury and Hemel Hempstead on the A41. The main car parks within Tring Town Centre are the Forge (143 spaces – paid parking) and Old School Yard (39 spaces – paid parking). At the time of the Nexus site visits, the car parks appeared well used, however, there were spaces available within both of them. There are a number of bus stops located within the town centre but the centre is poorly connected to the train station, which is located outside of the town boundary. The majority of visitors appeared to travel to the centre via car. This was reflected in the NEMS Household Survey where 79.0% of respondents who visit Tring the most said they travelled via car compared to 13.6% who walk. The Natural History Museum, located south of the centre, is a popular leisure facility but is poorly connected to the town centre.
Perception of Safety	At the time of the Nexus site visits, the centre had a safe ambiance. A fairly active night time economy provides natural surveillance until late at night.
Environmental Quality	The centre has a very pleasant urban environment with ample street furniture and well maintained shop frontages. This is reflected in the NEMS Household Survey where 13% of respondents said that they liked the 'environmental quality' most about Tring. At the time of the Nexus site visits signage was recognised as being particularly good. Plenty of noticeboards, maps and street signage are located throughout the centre. The centre is compact and walkable, however, pavements are notably narrow in some areas of the town centre and in some areas in need of repair.
Customer Views and Behaviour	When asked what they like most about the centre, 23% of respondents said it is because Tring is 'close to home 'and 14% said it was due to 'familiarity of the centre', reflecting the compact nature of Tring Town Centre.
Stakeholder Feedback	A particularly good response was received from Stakeholders representing Tring. Responses were received from Tring Town Council, I Love Tring Retail Group and Tring Together. Responses suggested that Tring is currently fulfilling its role as a town centre with a strong mix of units. The vibrancy of the high street and plethora of independent retailers throughout the centre was noted as a particular positive. The evening economy is noted to be particularly good and the town centre is

considered to have a good mix of units. There are lots of community run events attracting visitors to the Town Centre throughout the year.

Street lighting was highlighted as an area for improvement although in general street furniture is considered to be well maintained. Dolphin Square is considered to be outdated and in poor condition compared to the rest of the town centre. The pavements are also particularly narrow and noted to be in poor condition. Connections to the train station are considered to be very poor.

Borehamwood
Hertsmere Borough Council

Description	Borehamwood is the largest centre within Hertsmere Borough Council, and is home to the main Council Offices, BBC Elstree Studios, a small cinema, and The Venue Leisure Centre. The centre is comprised mainly of the High Street, Shenley Road, as well as a retail park just off the main street called Borehamwood Shopping Park. Recent improvements to the connectivity between Shenley Road and the retail park will benefit both areas. The centre is accessible by train, with the Elstree and Borehamwood Railway Station running Thameslink services to London and towns further north.
Current Status	Town Centre









Table C.4 Town Centre Composition

Borehamwood	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	11.1	12.2	8.8	29.6	15.2
Comparison	32.1	28.2	31.0	36.6	34.9
Retail Services	13.7	15.4	14.5	5.5	6.8
Leisure Services	19.5	27.7	23.9	19.9	25.0
Financial and Business Services	10.5	12.2	10.3	5.9	7.7
Vacant	13.2	4.3	11.2	2.5	9.8
TOTAL	100	100	100	100	100

Source: Hertsmere Borough Council, 2012 and Experian, 2017

Overall Composition	Borehamwood Town Centre is the largest of the centres within Hertsmere Borough. At the time of the Nexus site visits, Borehamwood had 188 units within the town centre. This is a reduction of two since the 2012 retail survey was undertaken by Hertsmere Borough Council. In that five year period, the most significant changes are a reduction in the number of vacancies (13.2% to 4.3%), and an increase in the proportion of leisure services units (19.5% to 27.7%). The town centre features an interesting division between Shenley Road, which is a conventional high street, and Borehamwood Shopping Park, in retail park format. While adjoining, both serve different purposes. The Shopping Park is car dominated, but the amount of parking and accessibility benefits the retail offer on Shenley Road. The Primary Shopping Frontage runs along Shenley Road between Furzehill Road and Grosvenor Road, and throughout Borehamwood Shopping Park. Secondary Shopping Frontages are located at the east and western ends of the town centre including the Tesco Extra. As shown in Table 4.5 in Chapter 4 of this Retail Study, the total retail floorspace for Borehamwood is 59,770 sq m.
Convenience & Comparison	Convenience units accounted for 12.2% of units within the town centre, slightly higher than the UK average of 8.8%. In 2017, the amount of convenience floorspace was 29.0% of the total, which is significantly higher than the UK average of 15.2%. This may partly be attributed to the large Tesco Extra within the town centre, although it should be noted that this particular Tesco Extra has large portion of floorspace dedicated to comparison

	retail. According to the NEMS Household Survey, this particular Tesco Extra is the second most popular location for main food shopping within the Study Area. Turning to comparison units within the town centre, both the proportion of units and floorspace is similar to the UK averages. There has been a reduction in the proportion of comparison units in the town centre from 32.1% in 2012 to 28.2% to 2017, however this a trend that is being seen across the UK as services become more prominent within town centres. Borehamwood had a total of 11 charity shops within the Town Centre. Ten of those charity shops were located on Shenley Road.
Services	Borehamwood Town Centre has a strong offer of services in all three categories in terms of proportion of units. This is evidence to Borehamwood being the largest and main centre within Hertsmere Borough. However, when focussing on floorspace, all three service categories fall below the UK average, indicating that services units are generally smaller. For example, leisure services account for 19.9% of floorspace within the town centre, compared with the UK average of 25.0%. A similar trend exists for retail services and financial and business services. The existing cinema and Pure Gym complex, not included within Experian's Goad plan boundary, represents an opportunity to improve the existing leisure offer within the town centre. Importantly, a popular Council run leisure facility is located just outside the boundary of the town centre. In terms of evening economy offer, 33 of the 188 total units within Borehamwood Town Centre were restaurants, takeaways, pubs, or bars, equating to 17.6% of all units. Of respondents to the household survey who stated that they visited Borehamwood the most, 7 respondents identified that a better nightlife offer would encourage them to visit Borehamwood more often.
Vacancies	Between 2012 and 2017, the number of vacant units within Borehamwood town centre fell from 25 to 8. Both the proportion of vacant units and vacant floorspace are well below the UK averages.
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Borehamwood is circa £30.00 psf with higher rents evident to the north east of Shenley Road along the prime retail pitch. **Source:** https://propertylink.estatesgazette.com/commercial-property-for-rent/borehamwood
Pedestrian Flows	In terms of pedestrians, Borehamwood was generally observed to be busy, both along Shenley Road and within Borehamwood Shopping Park. A regular street market is held in the slip road along Shenley Road every Tuesday and Saturday, which also draws visitors to the centre. There appeared to be higher pedestrian flows at the western end of Shenley Road, particularly where some newer units have been developed at Keystone Passage. .This part

	of Shenley Road benefits from the through flow of footfall between here and the Retail Park.
Accessibility	Borehamwood is well served by transport options. The Elstree and Borehamwood Railway Station is located at the western edge of the town centre. In addition, bus routes connect the town centre with Edgeware and Barnet. Four Council run car parks are located either within the town centre or just on the edge of centre. These car parks provide a total of 782 car parking spaces across four separate car parks (Civic Offices, Brook Road, Clarendon Road, and Furzehill Road) and the Council charges a small fee. Overall the quality of the Council run car parking is good, although the Furzehill Road car park would benefit from some improvements. There is also free car parking in both the Tesco car park (640 spaces) and Borehamwood Shopping Park car park (610 spaces). Borehamwood Shopping Park management is currently looking to implement paid parking at this location. At peak times, Shenley Road was observed to become quite congested. In the NEMS Household Survey, 75.4% of respondents who visited Borehamwood the most arrived by car, while 9.0% walked.
Perception of Safety	At the time of the Nexus site visits, no anti-social or dangerous behaviour was observed, and the level of pedestrian activity ensured a safe environment. CCTV equipment is present throughout the centre. Hertsmere Borough Council is part of the Hertfordshire CCTV Partnership which aims to provide reassurance across main public, residential, retail, business and school areas by providing comprehensive surveillance.
Environmental Quality	Significant works have been undertaken over the past decade to improve the urban environment of Borehamwood. However, parts of Shenley Road would still benefit from some façade improvement work to increase the overall attractiveness and desirability of the centre as a place to shop and visit restaurants. This would also help to improve the perception of Borehamwood. Borehamwood Shopping Park is particularly car dominated, but improvements are being made to the public realm. Keystone Passage is an important connection between the Park and Shenley Road, which would benefit from being more inviting.
Customer Views and Behaviour	Of respondents to the NEMS Household Survey who identified that they most visit Borehamwood, 39.0% stated that what they like the most is the choice and range of shops, while 23.0% identified that it was close to home. When asked if there were any measures that would encourage visitors to visit more often, 11.0% of respondents stated increased parking, 6.0% stated increased general choice of shops, and 6.8% stated they would visit more often if it was easier to get to by car. These responses indicate that the centre would benefit from improved parking and traffic conditions.
Stakeholder Feedback	A strong response was received from Stakeholders including the Elstree and Borehamwood Residents Association and the Manager of the Borehamwood Retail Park.

Feedback included views that the public realm of the High Street needed improving. In particular, the pavement requires improvement and more trees would be welcomed.

Responses suggested that, apart from the retail park, the composition of retail stores is weak with too many service units. More independent stores would be welcomed.

There is quite a lot of congestion down Shenley Road and the Boulevard in peak hours and more parking is needed within the town centre. Crossing Shenley Road can also be difficult, particularly as there are no zebra crossings.

There are currently limited facilities and attractions drawing people to the town centre. More evening and weekend events should be encouraged.

Potters Bar, Darkes Lane
Hertsmere Borough Council

Description	Potters Bar is located in the north east of the Borough and is the second largest centre within Hertsmere Borough, second to Borehamwood. The Darkes Lane Local Town Centre serves an important role within the community, providing an offer of convenience and comparison goods as well as services. The town is highly accessible, having a dedicated train station within the centre.
Current Status	Local Town Centre







Table C.5 Local Town Centre Composition

Potters Bar (Darkes Lane)	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	11.0	7.0	8.8	19.4	15.2
Comparison	33.1	27.2	31.0	26.4	34.9
Retail Services	20.3	22.8	14.5	13.2	6.8
Leisure Services	16.9	26.3	23.9	29.2	25.0
Financial and Business Services	16.1	11.4	10.3	7.9	7.7
Vacant	2.5	5.3	11.2	4.0	9.8
TOTAL	100	100	100	100	100

Source: Hertsmere Borough Council, 2012 and Experian, 2017

Overall Composition	Experian's Goad data includes 114 units within the centre, as identified in 2017. The 2012 Hertsmere Borough Council Retail Survey identified 118 units. The majority of town centre is included within the Primary Shopping Frontage and the town is anchored by a Sainsbury's which is located adjacent to the railway station. The centre is concentrated around Darkes Lane, and is to some extent divided by the railway bridge that passes over. The northern section of the town is comprised of parades of shops along both sides of the road, while south of the railway line, the parades operate down to Mutton Lane. Potters Bar High Street is located approximately 1km to the east of Darkes Lane. To some extent the two centres compete with each other, although also have different roles in the broader retail context. As illustrated in table 4.5 in Chapter 4 of the Retail Study, the total retail floorspace in Potters Bar, Darkes Lane is 20,050 sq m.
Convenience & Comparison	While the centre has a similar proportion of convenience units (7.0%) compared with the UK average (8.8%), it has a higher proportion of convenience floorspace. This may be attributed to the large Sainsbury's within the local centre boundary. Overall, the convenience offer within the centre has reduced from 11.0% in 2012. Similarly, the proportion of comparison goods units has reduced from 33.1% in 2012 to 27.2% in 2017. This is below the UK average of 31.0%. In addition, the amount of comparison floorspace (16.4%) is below the UK average of 34.9%. This reduction is both a reflection of the general trend away from comparison goods

	within smaller centres, and also that Potters Bar competes with larger centres with a stronger comparison goods offer. At the time of the Nexus survey there were 7 charity shops within Potters Bar Darkes Lane. All charity shops were located on Darkes Lane.
Services	The general trend in services in Potters Bar Darkes Lane since 2012 has been an increase in retail and leisure services within the centre. There is a particularly high proportion of retail services when compared with the UK average (22.8% compared with 14.5%). There has been a reduction however in the proportion of financial and business services units, which provides a wide array of services including banking, property and printing. Since 2012 the proportion of leisure services has increased from 16.9% to 26.3%. While this is a trend being seen across the UK, this appears to be a particularly quick increase. There is a strong presence of services that are categorised as fast food and takeaways (10 of 30). When considering evening economy, Potters Bar Darkes Lane had 20 of the total 114 units falling within the evening economy category (restaurants, takeaways, bars, pubs). This equates to 17.5% of the total units within the district centre.
Vacancies	The centre has a lower than average proportion of vacancies, with just six, or 5.3% of units. In 2012 there were three vacancies in Potters Bar Darkes Lane, as identified in the Hertsmere Retail Survey.
Rents	From reviewing available online sources Potters Bar Darkes Lane has average rents of £37.00 psf. Rents reach up to £50.00 along the prime retail frontage which is higher than Potters Bar High Street. **Source:** http://www.shopproperty.co.uk/shops/Potters%20Barand https://www.acuitus.co.uk/property/2682/
Pedestrian Flows	The centre was reasonably busy, with easy on-street parking located throughout the centre allowing accessibility for vehicles to pull in for short periods of time and patrons to visit local shops.
Accessibility	The NEMS Household Survey identified that of respondents who stated that they visited Potters Bar Darkes Lane the most of the Study centres, 80.0% travelled by car either as the driver or a passenger. There are two Council run car parks servicing Potters Bar Darkes Lane offering a total 222 car parking spaces at a reasonable price. There is also the Sainsbury's car park offering 243 free car parking spaces, and the Potters Bar Station car par which is privately run and has 202 spaces at a small cost. 11.2% of respondents of the Household Survey travelled to the centre by walking.

Perception of Safety	At the time of the Nexus site visits no anti-social behaviour was observed. The consolidated nature and business of the centre leads to reasonable footfall and therefore limited ability to be able to commit any form of crime. CCTV cameras were in operation.
Environmental Quality	The centre is of moderate environmental quality. It would benefit from additional landscaping and greenery along Darkes Lane. Some shopfronts would also benefit from cosmetic improvement, and the railway station has significant potential for improvements.
Customer Views and Behaviour	When asked what they liked most about Potters Bar Darkes Lane, 33.0% of respondents who visited Potters Bar Darkes Lane the most, identified that the centre is close to home. 13.2% identified they like the choice of services (hairdressers and banks etc). When asked what would encourage respondents to visit Potters Bar Darkes Lane more, 28.5% identified increased choice and range of shops, as their first response.
Stakeholder Feedback	No stakeholder responses were received for Potters Bar, Darkes Lane.

Potters Bar, High Street
Hertsmere Borough Council

Description	Potters Bar (High Street) is located within Potters Bar in the north west part of the Borough. While in close proximity to the Potters Bar (Darkes Lane) centre, the High Street serves a separate function to Darkes Lane. The centre is long and linear, consisting predominantly of small parades of shops, often with dedicated parking areas. The High Street itself is a busy road, and pedestrians suffer to some extent from the car dominated environment.
Current Status	District Centre







Table C.6 ***District Centre Composition***

Potters Bar (High Street)	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	6.8	7.7	8.8	25.5	15.2
Comparison	43.2	23.8	31.0	20.9	34.9
Retail Services	15.9	24.6	14.5	16.7	6.8
Leisure Services	23.9	30.8	23.9	25.1	25.0
Financial and Business Services	0.0	6.9	10.3	6.5	7.7
Vacant	10.2	6.2	11.2	5.1	9.8
TOTAL	100	100	100	100	100

Source: Hertsmere Borough Council, 2012 and Experian, 2017

Overall Composition	The 2012 Retail Survey identified 88 units within the district centre boundary. The Experian Goad Plan, which has been used for the 2017 composition includes a larger centre boundary and 130 units have been included. Since 2012 there have been some fairly significant shifts in the overall composition of the district centre. Comparison units went from representing 43.2% of units to 23.8% in 2017. Similarly, financial and business services units grew from representing no units to 7.3%, (nine units) in 2017. There was also an increase in leisure services from 23.9% to 30.8%. Potters Bar High Street is comprised completely of Secondary Shopping Frontage, further indication of its supporting function to Potters Bar Darkes Lane. As illustrated in Table 4.5 in Chapter 4, the total retail floorspace for Potters Bar High Street is 26,650 sq m.
Convenience & Comparison	While the convenience offer is similar to the UK average when considering proportion of units, the centre has a higher than average convenience floorspace (25.5% compared with 15.2%). This is a result of the large floorplate Tesco supermarket located on Mutton Lane, which serves a large population. The centre has a low comparison retail offer, although this proportion of comparison retail units has reduced from 43.2% in 2012 to 23.8% in 2017. The UK average is 31.0%. The centre also has a low proportion of comparison floorspace at 20.9% compared with the UK average of 34.9%. The comparison offer of the

	centre is predominantly focused around DIY stores, electronics and furniture, rather than clothing. At the time of the Nexus site visits there were no charity shops within this centre.
Services	Potters Bar High Street has a high proportion of retail services both in terms of units and floorspace. Retail units have also increased from 15.9% to 24.6% between 2012 and 2017. The centre has a notably high proportion of leisure services, both in terms of units and floorspace when compared with the UK average. The proportion of leisure services units has increased from 23.9% to 30.8% between 2012 and 2017. 6.9% of units within the centre are financial and business services units, an increase from 0% in 2012. Both the proportion of units and floorspace is well below the UK average. The majority of business and financial services units were property and building services. Potters Bar High Street has 20 units which are included within the 'evening economy' category (restaurants, takeaways, bars and pubs). This equates to a total of 15.4% of the total 130 units.
Vacancies	The number of vacancies within the centre has increased from 9 to 10 since 2012, although still has a lower proportion of vacant units than the UK average.
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Potters Bar High Street is circa £20.00 psf. **Source**: https://www.zoopla.co.uk/to-rent/commercial/property/potters-bar/
Pedestrian Flows	The centre was a reasonably car dominated environment and there was limited pedestrian activity, a result of the linear environment. Pedestrian activity was mostly restricted to individual shopping parades.
Accessibility	The NEMS Household Survey results identified that of those that visited Potters Bar High Street the most of the Study centres, 83.9% travelled by car as either the driver or passenger. The next most popular travel arrangement (walking) was 11.2%. These figures are further evidence to the car dominated environment. In addition to on street parking at shopping parades, there are three Council run car parks servicing the centre and offering a total of 133 car parking spaces for a small charge. In addition to the Council run car parks there are also the Tesco car park (450 spaces) and a privately run car park at Oakmere House (95 spaces).
Perception of Safety	While no antisocial behaviour was observed, the centre did not provide a particularly inviting environment for pedestrians, being car dominated.

Environmental Quality	The centre would benefit from significant urban environment improvement works, including works to shop fronts as well as general public realm improvement and providing an improved pedestrian environment.
Customer Views and Behaviour	When asked what would encourage them to visit Potters Bar High Street more often, 33.5% of respondents to the NEMS Household Survey identified increased general choice and range of shop as their first choice. 11.8% identified more independent / specialist shops as their first choice. Interestingly, 7.8% of respondents said that 'a better layout/ shops closer together' would encourage them to visit the town centre more often, reflecting the disjointed layout of both Potters Bar Darkes Lane and Potters Bar High Street.
Stakeholder Feedback	No stakeholder responses were received for Potters Bar High Street.

Radlett
Hertsmere Borough Council

Description	Radlett is located in the northern part of Hertsmere Borough and is centred around Watling Street. The district centre is well connected having a railway station which is on the Thameslink Line, connected with London and other larger centres to the north. The centre serves an affluent population and it is understood that there is a low turnover of units generally within the centre boundary.
Current Status	District Centre









Table C.7 ***District Centre Composition***

Radlett	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2012	Floorspace UK Avg. (%)
Convenience	9.5	11.2	8.8	9.7	15.2
Comparison	25.3	22.5	31.0	25.8	34.9
Retail Services	24.2	27.0	14.5	17.8	6.8
Leisure Services	22.1	20.2	23.9	23.7	25.0
Financial and Business Services	13.7	13.5	10.3	16.0	7.7
Vacant	5.3	5.6	11.2	7.1	9.8
TOTAL	100	100	100	100	100

Source: Hertsmere Borough Council, 2012 and Nexus Planning 2017

Overall Composition	During the 2012 Retail Survey, 95 units were recorded within the district centre. At the time of the nexus site visits, 89 units were observed. The reduction in units over that period may be as a result of some redevelopment works that were in the construction phase at that time and have therefore not been included. There has been limited variance in the overall composition of Radlett since 2012. There is a market on every 4th Sunday of the month held in Watling Parade. The district centre is anchored by a Tesco Express supermarket. The only other National Multiple present within the centre is a Boots Pharmacy. Radlett SPD identifies a number of development sites throughout the district centre which may come forward for additional or improved retail units.
Convenience & Comparison	Radlett District Centre has a slightly higher offer of convenience goods than the UK average (11.2% compared with 8.8%). This is testimony to the centre having a high proportion of independent shops such as bakers, butchers and delicatessens. The centre also has Tesco Express and a Budgens. The centre has a smaller offer of comparison goods compared with the UK average (22.5% compared with 31.0%). This has reduced since 2012, indicating that Radlett's role within the wider region is focussed more around convenience and servicing.

	There were two charity shops identified in Radlett at the time of the Nexus site visits.
Services	Radlett District Centre has a particularly high proportion of retail services units (27.0%) compared with the UK average (14.5%), and during the Nexus site visits a high proportion of the retail services units were identified as health and beauty outlets. Radlett has a slightly lower proportion of leisure services (20.2% compared with 23.9%), although it was noted that the majority of leisure services were cafes and restaurants, and there were found to be very few takeaways. This is an indication of the affluence of the local population in Radlett. When considering evening economy, 11.2% of units, or 10 of the total 89 units fell into the evening economy category (restaurants, takeaways, pubs and bars).
Vacancies	Radlett has a low proportion of vacant units within the district centre boundaries with just five vacancies, or 5.6% of units. This is well below the UK average of 11.2%.
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Radlett Town Centre is circa £34.00 psf. **Source:**https://www.primelocation.com/to-rent/commercial/property/radlett/
Pedestrian Flows	At the time of the Nexus site visits there was limited pedestrian flow throughout the centre. The centre was observed to be particularly quiet. The most pedestrian movement occurred in the southern part of the centre.
Accessibility	The railway station at Radlett operates Thameslink services north and south. There is one Council run car park servicing the centre, the Newberries Car Park, and has 196 spaces. In addition, there is a privately run car park located near to the railway station which has 294 spaces. In the NEMS Household Survey, 78.7% of respondents who identified that they visit Radlett the most, travelled to the centre by car, either as the driver or passenger. 20.1% of respondents stated that they walked.
Perception of Safety	No anti-social behaviour was observed at the time of the Nexus site visits, and the centre was generally observed to be a peaceful and safe environment.
Environmental Quality	Radlett was observed as having a 'village-like' atmosphere, and had a high environmental quality. Some facades along Watling Street would benefit from some visual improvements.

Customer Views and Behaviour	Of respondents to the NEMS Household Survey who identified that they visit Radlett the most, 21.4% of the stated that the thing they liked most about Radlett was choice of services. 22.4% of respondents stated that it was because Radlett is close to home and 11.0% said it was because Radlett has convenient parking.
Stakeholder Feedback	Stakeholder feedback from Aldenham Parish Council noted a particularly weak evening economy although the Radlett Centre is very popular and attracts many visits to numerous shows. The need to improve the shop frontages along Watling Street was noted along with a desire for more independent stores.

Bushey
Hertsmere Borough Council

Description	Bushey is located in the west of the Borough, lying between Bushey Heath and Watford. One of the smaller centres of the Study, the centre plays an important role serving the local population and offering a smaller alternative to the larger Watford. Bushey District Centre is predominantly comprised of part of the High Street.
Current Status	District Centre









Table C.8 ***District Centre Composition***

Bushey	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	8.3	3.7	8.8	4.5	15.2
Comparison	29.2	16.7	31.0	12.3	34.9
Retail Services	14.6	22.2	14.5	24.4	6.8
Leisure Services	20.8	29.6	23.9	34.1	25.0
Financial and Business Services	16.7	20.4	10.3	17.8	7.7
Vacant	10.4	7.4	11.2	7.0	9.8
TOTAL	100	100	100	100	100

Source: Hertsmere Borough Council, 2012 and Experian, 2017

Overall Composition	There are 54 units in 2017 when using Experian Goad data. The Goad data includes a parade of shops on the northern side of High Street to the east and west of Koh-I-Noor Avenue that is not currently included within the district centre boundary. By comparison, the 2012 figures identify 48 units. Between 2012 and 2017, the trend in Bushey has been a reduction in the number of comparison and convenience units, and an increase in the proportion of services. The Primary Shopping Frontage is located on the northern edge of High Street, while the Secondary Shopping Frontage is predominantly on the southern side of High Street. As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in Bushey is 6,020 sq m.
Convenience & Comparison	The centre is anchored by a SPAR as the main convenience offer. The centre has a very low proportion of convenience units, just 2 of the overall 54 units, or 3.7%. Consequently, convenience floorspace is also very low, just 4.5% of the total floorspace. The centre also has a lower proportion of comparison units when compared with the UK average (16.7% compared with 31.0%), and a much lower proportion of comparison floorspace (12.3% compared with 34.9%).

	Bushey and Bushey Heath, which is located not far from Bushey, complement each other, with Bushey Heath having a stronger provision of convenience and comparison goods. At the time of the Nexus site visits there was one charity shop within Bushey District Centre.
Services	The District Centre has a high proportion of services, being well above the UK average for retail, leisure, and financial and business services both in terms of proportion of units and floorspace. In particular, 24.4% of floorspace was retail services, compared with the UK average of 6.8%. The centre provides a good array of financial and business services, although still has a high proportion of real estate agents (6 of 11). Of evening economy uses (restaurants, takeaways, pubs and bars) Bushey had the highest proportion (20.4%) of the centres that were surveyed.
Vacancies	In 2017, four vacant units were identified, a similar proportion to when the last retail study was carried out in 2012, during which there were five vacancies. Vacant units now account for 7.4% of total units, which is below the UK average of 11.2%.
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Bushey is circa £18.00 psf.
Pedestrian Flows	There was a reasonable flow of pedestrians throughout the centre, although there were no particularly popular hotspots. Some of the local cafes were identified as particularly busy.
Accessibility	The main car park servicing the district centre has a capacity of 120 spaces, and is free to use. At the time of the Nexus site visits this car park appeared to be particularly busy. Some on street car parking is also available throughout the centre. While there is no train station in Bushey, buses provide services to other towns within Hertsmere and Watford.
Perception of Safety	No anti-social behaviour was observed within Bushey at the time of the Nexus site visits, and perception of safety was good.
Environmental Quality	Bushey provides a pleasant environment for the local community. The environmental quality is of a good standard particularly in areas at the western edge of the centre where there is a church and public green. Parts of the eastern section of High Street would benefit from facade improvements.
Customer Views and Behaviour	Of respondents to the NEMS Household Survey who identified that they visited Bushey the most of the centres, 56.1% travelled by car either as the

	driver or passenger. 39.3% identified that they walked. This gives a good indication that Bushey serves a local population. When asked what they like most about Bushey, 39.5% of respondents stated that it was the choice of leisure facilities that drew them. 15.5% stated that it was because Bushey is close to home.
Stakeholder Feedback	No stakeholder responses were received for Bushey

Bushey Heath
Hertsmere Borough Council

Description	Bushey Heath is one of two district centres located in the Bushey area of Hertsmere Borough Council, the other being Bushey (High Street), which lies to the south west of Bushey Heath. Bushey Heath consists of a short strip of shops along High Road which provide everyday services and facilities serving the local population. The centre consists of 45 units, making it one of the smallest in the Study Area.
Current Status	District Centre







Table C.9 ***District Centre Composition***

Bushey Heath	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	10.6	20.0	8.8	25.3	15.2
Comparison	36.2	28.9	31.0	42.5	34.9
Retail Services	17.0	20.0	14.5	10.1	6.8
Leisure Services	21.3	20.0	23.9	15.6	25.0
Financial and Business Services	12.8	11.1	10.3	6.4	7.7
Vacant	2.1	0.0	11.2	0.0	9.8
TOTAL	100	100	100	100	100

Source: Hertsmere Borough Council, 2012 and Experian, 2017

Overall Composition	At the time of the 2012 Retail Survey, Hertsmere Borough Council identified 47 units within the district centre, while using Experian's Goad data, 45 were identified at the time of the Nexus site visits in November 2017. Since 2012 there has been a shift towards more convenience units within the district centre (10.6% to 20.0%), and a reduction in the number of comparison units. The district centre suffers from its close proximity to Watford, however also serves an important, more local role, as a smaller centre for dropping into for a top up shop or similar. The Primary Shopping Frontages in Bushey Heath are centred around the main parades in the High Road. Secondary Shopping Frontages are located at the northern and southern ends of the centre. As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in Bushey Heath is 6,210 sq m.
Convenience & Comparison	Bushey Heath has been identified to have a significantly higher proportion of convenience units (20.0%) and convenience floorspace (25.3%) when compared with the UK averages (8.8% and 15.2% respectively). The centre has a number of small scale convenience units serving the local population. In addition, there has been a decline in comparison units since 2012, from 36.2% to 28.9%. While the 2017 figure is slightly below the UK average for the proportion of units, the amount of comparison floorspace (42.5%) is above the

	UK average (34.9%). This shows that despite the centre's location near to Watford, it holds its own in terms of comparison shopping provision. At the time of the Nexus site visits there were two charity shops within the District Centre.
Services	Bushey Heath was identified to have a lower than average offer of leisure services units both in terms of proportion of units and floorspace. Leisure floorspace was identified to account for 15.6% of floorspace in the centre compared with the UK average of 25.0%. The centre competes with the nearby centre of Bushey, which has a particularly strong leisure offer. The district centre also has a slightly higher than average retail services offer, both in terms of proportion of units and proportion of overall floorspace. Financial services account for 11.1% of units in Bushey Heath, which is similar to the UK average. The majority of business and financial services units were real estate agents, which is common in smaller centres. In terms of evening economy provision, Bushey Heath was identified to have 6 units of the total 45 within the evening economy category (restaurants, takeaways, pubs and bars), which equates to 13.3% of total units.
Vacancies	There were no vacant units in Bushey Heath at the time of the Nexus site visits, an indication that there is high demand for retail space in the centre.
Rents	No information of local retail rents in Bushey Heath could be found using online sources.
Pedestrian Flows	The centre was reasonably busy at the time of the Nexus site visits, with pedestrians mainly identified at the Primary Shopping Frontage areas of the district centre. Cafes were observed to be particularly popular.
Accessibility	When asked how they usually travel to Bushey Heath, 56.0% of respondents to the NEMS Household Survey who identified that they visited Bushey Heath the most, travelled to the centre by car. 44.0% of respondents identified that they walked to the centre. There are two car parks in operation within Bushey Heath in addition to on street car parking. These car parks cater for approximately 100 car parking spaces in total.
Perception of Safety	At the time of the Nexus site visit, no anti-social behaviour was observed. The small scale and pedestrian crossing allow safe pedestrian movement.
Environmental Quality	The urban environment is of a reasonable quality. Some shop fronts would benefit from façade improvements to upgrade the urban space. Street trees and additional street furniture might also further benefit the urban environment.

Customer Views and Behaviour	When asked what they liked most about Bushey Heath, 41.4% of respondents to the NEMS Household Survey, identified choice of leisure facilities, while 40.5% identified that it is close to home. When asked what would encourage them to visit the centre more often, 13.9% of respondents identified more parking, while 10.3% said more food shops within the town centre.
Stakeholder Feedback	Stakeholder feedback was received from the Bushey Heath Residents Association who considered that Bushey Heath is fulfilling its role as a town centre and there is a strong mix of stores within the town centre. There is a particularly healthy evening economy with restaurants open late into the evening. However, there are no events attracting people to the town centre. It is considered that the pavements are currently in poor condition and their quality could be improved.

Rickmansworth
Three Rivers District Council

Description	Rickmansworth is the administrative centre for Three Rivers and is located geographically close to Chorleywood, Maple Cross and Croxley Green. The centre is based around the historic High Street and Church Street with a civic complex located at the edge of the centre to the east including the council offices, library, police station and Watersmeet Theatre. The centre is located within a Conservation Area. The town serves the wider population, but loses patrons to larger centres such as Watford and Hemel Hempstead which provide a more comprehensive comparison goods offer. Regardless, the town provides an important function for shopping and services a large community.
Current Status	Town Centre







Table C.10 Town Centre Composition

Rickmansworth	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	11.4	9.8	8.8	27.7	15.2
Comparison	28.6	23.8	31.0	17.8	34.9
Retail Services	20.0	18.9	14.5	8.6	6.8
Leisure Services	17.1	23.0	23.9	29.0	25.0
Financial and Business Services	19.0	21.3	10.3	14.8	7.7
Other Retail	0.0	0.0	0.1	0.0	0.1
Vacant	3.8	3.3	11.2	2.1	9.8
TOTAL	100	100	100	100	100

Source: Lambert Smith Hampton, 2012 and Experian, 2017

Overall Composition

At the time of the Nexus site visits, Rickmansworth Town Centre had 122 units. This is higher than the 105 units identified in the previous Retail Study carried out by Lambert Smith Hampton in 2012, due to differing town centre survey boundaries. For clarity, the boundaries that have been used for the purposes of this Study are taken from Experian's Goad data.

The Primary Shopping Frontage is found along High Street and part of Church Street. Secondary Shopping Frontages continue south down Church Street and north up Station Road.

The overall composition of Rickmansworth compared with the UK average is headlined by a particularly low level of vacancies (3.3% compared with 11.2%), a high proportion of financial and business services (21.3% compared with 10.5%) and a low proportion of comparison goods retailers (23.8% compared with 31.6%).

As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in Rickmansworth is 6,210 sq m.

Convenience & Comparison	At the time of the Nexus site visits, 9.8% of units were convenience units, a reduction from 11.4% in 2012. Three of the four convenience units were supermarkets, and the centre is anchored by Waitrose, M&S and Iceland, which account for the large proportion of convenience floorspace (27.7%) compared with the UK average (15.2%). The centre has a low proportion of comparison retail in terms of both proportion of units (23.8% compared with the UK average of 31.0%) and overall floorspace (17.8% compared with 34.9%). At the time of the Nexus site visits there were six charity shops within the Town Centre.
Services	The centre has a particularly high proportion of financial and business services within the town centre (21.3%) when compared with the UK average of 10.3%. This is evidence to the fact that Rickmansworth is the administrative centre of Three Rivers District. There was a high proportion of the financial and business services units along Church Street. Since 2012, there has been an increase in the number of leisure services units within the town centre, a trend reflected across the UK. While there is considered to be limited evening economy within the town centre, Rickmansworth has four public houses within its town centre. Overall, 15 of the 122 total units fell within the evening economy category (restaurants, takeaways, bars and pubs), equating to 12.3% of total units. Five respondents to the NEMS Household Survey identified that improved nightlife, better restaurants or more bars and pubs would encourage them to visit Rickmansworth more often.
Vacancies	At the time of the Nexus site visits Rickmansworth had a very low vacancy rate, with just four vacant units identified. This vacancy rate has not changed since 2012, a positive indication of demand within the centre.
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Rickmansworth is circa £40.00 psf with the highest rents located along the High Street. **Source**:https://www.zoopla.co.uk/to-rent/commercial/retail-premises/rickmansworth/
Pedestrian Flows	The town centre has a pedestrian focussed urban environment benefitting from one lane of traffic passing through the centre of the town. The primary shopping areas were particularly busy at the time of the Nexus site visits. The centre was found to be easy to navigate.
Accessibility	The town centre has a number of large car parks, which are in close proximity to the main part of the town centre. In the NEMS Household Survey, 79.0%

	of respondents who stated that they visited Rickmansworth the most, travelled to the centre by car, either as the driver or passenger. There are 270 short stay free car parking spaces within easy walking distance of the centre. There are also other long stay car parks with an associated fee, and additional privately run car parks including at M&S and Waitrose. The Rickmansworth Railway Station operates London Underground Metropolitan Line services as well as Chiltern Railway services.
Perception of Safety	No antisocial behaviour was observed within the town centre. An improved nightlife would further improve the perception of safety in Rickmansworth Town Centre in the evenings.
Environmental Quality	For the most part Rickmansworth was observed to have a good quality urban environment and is considered to be quite compact. The centre would benefit from some cosmetic improvements to facades along the Primary and Secondary Shopping Frontages, and more additional, high quality public realm. Street trees and improved street furniture would also benefit the general perception of the centre.
Customer Views and Behaviour	16.0% of respondents of the NEMS Household Survey identified that 'Increased general choice and range of shops' would encourage them to visit Rickmansworth more often, indicating improved range of comparison stores would benefit the centre. In addition, 14.3% of respondents identified 'more parking'. While respondents often identify that they would like better and more parking facilities, the centre already provides extensive parking allocation. Better signage may improve the perception that there is limited parking within the town centre.
Stakeholder Feedback	Stakeholder feedback from Batchworth Parish Council and the Chamber of Commerce outlined that there is a reliance on service units and more independent stores would be desirable within the town centre. Strong accessibility was noted throughout the centre. There are also a number of local events throughout the year which are well attended, attracting visitors to the town centre. In particular, Rickmansworth Festival draws in large crowds to the area. Although there are a number of pubs, the evening economy could be improved.

South Oxhey
Three Rivers District Council

Description	South Oxhey District Centre is located at the centre of an extensive estate of post war social housing constructed to the south and west of Watford. The housing and shopping area is located surrounding a large public square. The District Centre is due to be completely redeveloped over the next few years. The centre is well serviced by public transport, having the Carpenders Park Railway Station within close proximity of the District Centre boundary. This station provides easy access to major centres including Watford and Central London.
Current Status	District Centre







Table C.11 District Centre Composition

South Oxhey	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	18.5	17.5	8.8	19.0	15.2
Comparison	29.2	19.3	31.0	25.2	34.9
Retail Services	20	24.6	14.5	16.1	6.8
Leisure Services	16.9	21.1	23.9	20.4	25.0
Financial and Business Services	10.8	3.5	10.3	1.9	7.7
Vacant	4.6	14.0	11.2	17.4	9.8
TOTAL	100	100	100	100	100

Source: Lambert Smith Hampton, 2012 and Experian, 2017

Overall Composition	South Oxhey District Centre will benefit significantly from impending redevelopment. The South Oxhey Initiative is a £150 million mixed use regeneration project being promoted by Three Rivers District Council in partnership with developers, Countryside Properties Ltd and Home Group. The 2012 Retail Study identified 65 units within the District Centre (excluding B1 and D1 uses). Since the previous retail study was completed a number of buildings have been demolished, explaining the reduction in the overall number of units within the centre. The present study identified 57 units in the centre, which is due to demolition of units surrounding the railway entrance. Primary Shopping Frontages feature along St Andrews Road (within the pedestrianised square) and Bridlington Road. There is Secondary Shopping Frontage along Prestwick Road. As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in South Oxhey is 7,810 sq m.
Convenience & Comparison	At the time of the Nexus site visits, South Oxhey had a high proportion of convenience units (17.5%) and a low proportion of comparison units (19.3%) compared with the UK averages (8.8% and 31.0% respectively). The convenience retail offer was made up of smaller scale 'top-up' type units rather than any large supermarkets. There was also a number of charity shops within the

	centre, which is partly as a result of the impending redevelopment and other comparison retailers vacating the centre. At the time of the Nexus site visits there were two charity shops within the District Centre.
Services	Overall, South Oxhey's services composition favours retail services, accounting for 24.6% of units. This is comparable with the UK average of 14.5%. Similarly, retail services account for 16.1% of floorspace in South Oxhey, compared with the UK average of 6.8%. Comparatively, the District Centre has a particularly low proportion of business and financial services, with just 3.5% of units being within the category, compared with the UK average of 10.3%. The proportion of leisure services in the centre was similar to the UK average. The offer of leisure services was primarily cafes and takeaways. South Oxhey had one of the lowest proportions of evening economy units of the centres surveyed, with just 5 of the total 57 units (8.7%) falling into the evening economy category (restaurants, takeaways, bars and pubs).
Vacancies	There has been a significant increase in the number of vacancies since the 2012 Retail Study, from 4.6% to 14.0%. This is a result of impending redevelopment.
Rents	Limited information on retail rents in South Oxhey was available from reviewing available online sources. We understand that rents in the centre have previously been subsidised, with the plan that these subsidies are no longer necessary once the redevelopment is complete. **Source:**https://www.google.co.uk/search?q=retail+rent+south+oxhey&rlz=1C1GGRV_enGB752GB752&oq=retail+rent+south+oxhey&aqs=chrome..69i57.8799j0j4&sourceid=chrome&ie=UTF-8
Pedestrian Flows	There was limited footfall within the centre at the time of the Nexus site visits. The centre of South Oxhey is comprised of a large public square, although there was more pedestrian movement along Prestwick Road and Bridlington Road, where on street parking was available, and where customers are able to stop briefly to carry out 'top up shopping'..
Accessibility	Serviced by Carpenders Park Railway Station, the centre is well connected to London and Watford. On street car parking was accessible along Prestwick Road and Bridlington Road. Interestingly, despite the railway station, 65% of respondents in the NEMS Household Survey who identified that they most visit South Oxhey arrived by car. 35% identified that they walked.

Perception of Safety	No anti-social activity was observed at the time of the Nexus site visits. The residential dwellings at the upper levels within the centre create an environment that provides casual surveillance.
Environmental Quality	The environmental quality of South Oxhey was considered to be poor at the time of the Nexus site visits. The environmental quality will be improved significantly with the impending redevelopment.
Customer Views and Behaviour	In the NEMS Household Survey, respondents were asked which centre they visited the most often. Of those that responded within South Oxhey, 39.5% stated that what they liked the most about it was that it was close to home, and 32.0% said it was convenient for visiting family. This lends itself to the fact that South Oxhey is a centre based around local convenience. It is expected this may change following the redevelopment, and visitors may be drawn from elsewhere.
Stakeholder Feedback	No stakeholder responses were received for South Oxhey.

Abbots Langley
Three Rivers District Council

Description	Abbots Langley features a village like high street that has grown with overspill from Watford and Hemel Hempstead. While the centre competes with these larger centres, it plays an important role within the local area as a smaller, more accessible centre. The centre is located within a Conservation Area that provides a particularly attractive setting. The small centre features a multitude of convenience shops servicing the local population and has a strong provision of services.
Current Status	District Centre







Table C.12 District Centre Composition

Abbots Langley	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	16.7	17.1	8.8	27.9	15.2
Comparison	26.2	26.8	31.0	27.0	34.9
Retail Services	21.4	17.1	14.5	13.6	6.8
Leisure Services	21.4	24.4	23.9	19.4	25.0
Financial and Business Services	14.3	12.2	10.3	9.6	7.7
Other Retail	0.0	0.0	0.1	0.0	0.1
Vacant	0.0	2.4	11.2	2.5	9.8
TOTAL	100	100	100	100	100

Source: Lambert Smith Hampton, 2012 and Experian, 2017

Overall Composition	Abbots Langley District Centre is comprised of 41 units and provides an important convenience and leisure services offer for residents of the wider area. Since the previous Retail Study was undertaken in 2012 there has been limited change in the composition of the centre. Observed changes include a reduction in retail services (21.4% to 17.1%), and an increase in leisure services (21.4% to 24.4%). The centre is anchored by a Budgens, but is also served by many independent retailers and key services including real estate agents, cafes and restaurants. Primary Shopping Frontages are located along the High Street, primarily between Abbots Road and St Lawrence Close. As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in Abbots Langley is 1,983 sq m, the lowest of all centres in the Study Area.
Convenience & Comparison	Abbots Langley District Centre has a high proportion of convenience units (17.1%) compared with the UK average (8.8%). To some extent this is because there is no large supermarket, instead featuring smaller scale convenience units such as bakeries, butchers and smaller convenience supermarkets. The Centre also has a higher proportion of convenience floorspace (27.9%) compared with the UK average (15.2%). The centre has a lower proportion of comparison units (26.8%) compared within the UK average (31.0%), although key comparison goods retailers are still present within the centre such as pharmacies, an optician and two electronics stores.

	At the time of the Nexus site visits there was one charity shop within the District Centre.
Services	Since the previous Retail Study was undertaken in 2012, there has been a slight reduction in the number of retail services units from 9 to 7, or 21.4% compared with 17.1%, bringing the retail services offer more into line with the UK average of 14.5%. The centre has a higher proportion of retail services floorspace compared with the UK average. At the time of the Nexus site visits, there were 11 leisure services units within the centre, an increase from 9 in 2012. The proportion of leisure services units is slightly higher than the UK average (24.4% compared with 23.9%), although when considering floorspace, the Centre has a lower proportion than the UK average. 12.2% of units within the District Centre were categorised as financial and business services. Of the financial and business units, 1 unit was a bank, while the other 4 were real estate agents. Of the total 41 units within Abbots Langley, 6 were included within the evening economy category (restaurants, takeaways, pubs and bars), equating to 14.6% of total units.
Vacancies	Only one vacant unit was observed within the District Centre, representing a very low vacancy rate of 2.4%. The vacancy is the Lloyds Bank building which has been vacated since the previous retail Study in 2012.
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Abbots Langley is circa £23.00 psf. **Source:** http://www.movehut.co.uk/rent/shop-in-radlett_hertfordshire/
Pedestrian Flows	Pedestrian flows were observed to be the busiest along High Street. There was also a busy parade of shops with separated parking just south of Abbots Road, offering primarily independent local shops. The parking arrangement at this location provides visitors an opportunity to park briefly and stop in at shops in this parade.
Accessibility	Of respondents to the NEMS Household Survey who identified that they visit Abbots Langley the most of the Study centres, 49.3% identified that they usually arrive by car, either as the driver or passenger. 49.5% identified that they walk to Abbots Langley, indicating that many of the visitors to the District Centre live locally. There is one long stay car park in Abbots Langley which has 106 car parking spaces.
Perception of Safety	At the time of the Nexus site visits, no anti-social behaviour was observed, and the District Centre appeared to be safe.

Environmental Quality	Abbots Langley is included within a wider Conservation Area which seeks to conserve the heritage and character of the area. The centre is considered to have a high environmental quality.
Customer Views and Behaviour	Those respondents to the NEMS Household Survey who identified that they visit Abbots Langley the most, were asked what they like the most. 31.2% responded with the fact that they liked that the centre was small, quiet or not too big, and 35.9% identified that it is close to home.
Stakeholder Feedback	No stakeholder responses were received for Abbots Langley.

Chorleywood
Three Rivers District Centre

Description	Located on the western edge of Three Rivers District Council, Chorleywood is a small town centred around a high street and railway station. There is limited employment in Chorleywood and the majority of the workforce commute either into London or to Watford, Uxbridge or Slough. The centre serves the needs of the local population and is well used. It finds a good balance between providing for visitors by car and pedestrians and there is some parking available within the centre both on road and in small car parks. The parade of shops in the northern part of the District Centre focus on provision of convenience shopping and leisure services with a growing café culture.
Current Status	District Centre







Table C.13 District Centre Composition

Chorleywood	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	20.4	16.1	8.8	19.0	15.2
Comparison	31.5	33.9	31.0	30.9	34.9
Retail Services	24.1	17.9	14.5	14.8	6.8
Leisure Services	12.9	17.9	23.9	18.5	25.0
Financial and Business Services	7.4	5.4	10.3	5.2	7.7
Other Retail	0.0	0.0	0.1	0.0	0.1
Vacant	3.7	8.9	11.2	11.7	9.8
TOTAL	100	100	100	100	100

Source: Lambert Smith Hampton, 2012 and Experian, 2017

Overall Composition

At the time of the Nexus site visits in November 2017, 56 units were identified in Chorleywood based on Experian's Goad categorisation methodology.

Chorleywood District Centre is divided by Shire Lane. The northern section has a densely concentrated village feel, while the southern section is more linear and extended. The Primary Shopping Frontage is located at Whitelands Avenue, just north of Shire Lane, and further south along Lower Road.

Overall, the District Centre composition is quite similar to the UK average when considering units. Since 2012 when the previous Retail Study was undertaken, Chorleywood has seen a reduction in the number of convenience units (20.4% to 16.1%), retail services units (24.1% to 17.9%) and financial and business services units (7.4% to 5.4%), and an increase in the number of leisure services (12.9% to 17.9%). It has also seen a slight increase in the number of vacancies from 3.7% to 8.9%.

As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in Chorleywood is 2,135 sq m, the second lowest of all centres in the Study Area.

Convenience & Comparison

Since the 2012 Retail Study was completed, there has been a reduction in the number of convenience units from 11 to 9, although this is still higher than the UK average when considering proportion of overall units (15.7% compared with 16.1%).

	Over the same period, the proportion of comparison units has remained very similar. Both the convenience and comparison offers within the town comprised a high proportion of independent shops. No Major Retailers were present within centre at the time of the Nexus site visits. At the time of the Nexus site visits there were two charity shops located within Chorleywood.
Services	Since the previous Retail Study was completed in 2012, there has been a reduction in the proportion of retail services and an increase in the number of leisure services. The increase in leisure services in particular, is a reflection of the general trend of the growing market for cafes, restaurants and other leisure services within town centres. The amount of leisure floorspace within the District Centre is still below the UK average (18.5% compared with 25.0%). In addition, Chorleywood was found to have a low proportion of financial and business services (5.4%) compared with the UK average (10.3%). This is further evidence of Chorleywood's role within the sub-region as a District Centre with a focus on convenience and leisure rather than administration and business. In terms of evening economy (restaurants, takeaways, bars and pubs) Chorleywood had one of the lowest proportions of those units of the centres surveyed (8.9%).
Vacancies	Since 2012 there has been an increase from 2 to 5 vacant units representing 8.9% of units. This is below the UK average of 11.2%.
Rents	From reviewing available online sources and notwithstanding the attraction of specific locations across the town centre due to the close proximity to certain facilities, the average rent for retail units in Chorleywood Town Centre is circa £25.00 psf. **Source**:https://www.zoopla.co.uk/to-rent/commercial/property/chorleywood/
Pedestrian Flows	Pedestrian flows were observed to be stronger in the northern, village-like section of Chorleywood. At the time of the Nexus site visits there were a number of busy cafes in this part of the centre. Unfortunately, the busy Shire Lane divides the centre, and acts as a pedestrian barrier to the southern part of the district centre, where there was less pedestrian traffic.
Accessibility	Chorleywood has a railway station which operates London Underground Metropolitan Line services as well as Chiltern Railway services. Of respondents to the NEMS Household Survey who identified that they visit Chorleywood the most, 53.2% identified that they usually travel by car, while 45.6% identified that they usually walk into the district centre.

	The Ferry Car Park, a short stay and business permit holders car park is located at the southern end of the district centre and has 75 spaces, while there is also a privately run car park near the railway station which has a total of 238 spaces.
Perception of Safety	No anti-social behaviour was observed throughout the Nexus site visits. CCTV cameras were observed throughout the centre.
Environmental Quality	Chorleywood District Centre, and particularly the northern part around Whitelands Avenue, was observed to be a high quality urban environment.
Customer Views and Behaviour	82.4% of respondents to the NEMS Household Survey who stated that they visited Chorleywood the most, stated that they visited Chorleywood more than once a week. This is testimony to Chorleywood's village-like atmosphere. When asked what they like most about Chorleywood District Centre, 42.6% of respondents stated that it is close to home, while 12.9% responded with 'familiarity'.
Stakeholder Feedback	Stakeholder responses received from Chorleywood Parish Council considered the centre has a particularly high representation of cafes. The street environment is positive, however there is a feeling of separation between the main parade and Lower Road. The centre is reliant on car travel but parking is limited.

St Albans
St Albans City and District Council

Description	St Albans is identified as a Minor Sub Regional Centre in the St Albans City and District Local Plan and is the principal shopping destination serving St Albans City and District Council.
Current Status	Minor Sub Regional Centre







Table C.14 St Albans	*Town Centre Composition* Units (%) 2005	Units (%) 2008	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	4.0	4.8	4.1	8.8	3.2	15.2
Comparison	51.8	51.3	38.5	31.0	46.4	34.9
Retail Services	39.9*	34.2*	14.7	14.5	6.1	6.8
Leisure Services	*	*	22.9	23.9	27.2	25.0
Financial and Business Services	*	*	12.6	10.3	9.6	7.7
Vacant	4.3	7.0	7.1	11.2	7.6	9.8
TOTAL	100	100	100	100	100	100

**Figure represents all services (retail services, leisure services and financial and business services)*
Source: 2005 and 2008 figures from St Albans City and District Council 2009 Retail Study – Update and 2017 figures are from Experian Goad Category Report 2017

Overall Composition	At the time of the Nexus site visits there were 436 units within St Albans Town Centre. This is an increase from 2005 and 2008 where there were 371 units and 398 units, respectively. St Albans City's shopping offer is mainly concentrated around St Peters Street/ Market Place, The Maltings shopping precinct and Christopher Place. St Albans is made up of a mixture of independent and national multiples and has 20 of the 31 Major Retailers present within the centre (as identified by Experian – 2017). The total retail floorspace for St Albans, as outlined in Table 4.5 of Chapter 4, is 71,990 sq m, the third highest after Watford and Hemel Hempstead.

Convenience & Comparison

At 4.1%, representation of convenience units is significantly below the UK average of 8.8%. St Albans convenience offer has remained consistently low since 2005.

Unlike Harpenden, there are no large supermarkets within St Albans City Centre and the largest convenience store is Tesco Metro, located on St Peters Street (1,020 sq m). The NEMS household survey results indicated that residents of Zone 18 are more likely to visit Tesco Metro to undertake 'top up' shopping (14.3%) rather than their main food shop (2.8%).

The NEMS household survey indicated that (after Tesco Metro), Marks & Spencer is the second most popular convenience store within the city centre, with 2.0% of respondents (from Zone 18, the zone St Albans is located within) carrying out their main food shop there.

The NEMS household survey results indicate that the most popular supermarket for residents of Zone 18 is Morrison's on Hatfield Road, closely followed by Sainsbury's on Everard Close, where 29.7% and 25.1% of residents, respectively, carried out their last main food shop. Both of these supermarkets are located outside the city centre.

As previously noted, there are a significant number of National Multiples located within the city centre, with the prime comparison offer located at The Maltings. The NEMS household survey results indicated that 37.0% of respondents residing in Zone 18 last visited St Albans to carry out shopping for clothing and footwear goods. Whilst the NEMS household survey asked a number of questions relating to a variety of comparison goods sectors (including household goods, recreational goods, beauty products, electrical items and bulky goods) clothing and footwear is considered to be a reliable indicator to demonstrate comparison shopping patterns.

At 38.5%, representation of comparison units is above the UK average of 31.0%. However, this has reduced quite significantly since 2008 where representation was 51.3%. Notably, the centre does not have a department store to anchor its comparison offer, representing a gap when compared against larger competing centres in the sub region such as Hemel Hempstead and Watford. This is reflected in the NEMS household survey results where 8.8% of respondents in Zone 18 said they would like to see a department store opened in the city centre. A reduced comparison offer within the city centre may reflect a lack of larger retail units and the close proximity of Colney Fields Shopping Park which includes a number of large floor plate retail units.

The St Albans Street Market which takes place every Wednesday and Saturday, running the full length of St Peters Street, is an established market with stalls selling a range of goods including food, gifts, clothes and household items. At the time of the Nexus site visits, the market was very busy creating a particularly vibrant and bustling atmosphere throughout the centre. The markets popularity was reflected in the NEMS household survey results where 9.8% of respondents in Zone 18 said they visited the centre because of its 'good markets'.

There are a total of 8 charity shops within St Albans which are distributed fairly

	evenly throughout the town centre.
Services	Since 2008, the overall representation of service units has increased from 34.2% to 50.2%. This reflects wider national trends and the decreased representation of comparison units. At 22.9% representation of leisure services within St Albans is just below the UK average of 23.9%. However, there is a particularly strong representation of food and drink units which make up 91% of all leisure services. Representation of leisure floorspace (27.2%) is above the UK average of 25.0%, reflecting the larger floor plate of a number of restaurants and public houses in the city centre. There is a strong representation of financial and business services within the centre which is above the UK average. There are 65 units that currently contribute to the evening economy (made up of bars, restaurants, takeaway, pubs or night clubs). This equates to 14.9% of overall retail representation of the centre.
Vacancies	The representation of vacant units has seen a marginal increase since 2008, and at 7.1%, is currently below the UK average of 11.2%.
Rents	Notably, rents vary throughout St Albans Town Centre and are much higher in the Maltings Shopping Precinct (up to circa £43.00 psf) going down to circa £22.00 psf along the secondary retail streets (Holywell Hill) **Source:** https://propertylink.estatesgazette.com/property-details/6325483-21-holywell-hill-st-albans-al1-1ez and https://propertylink.estatesgazette.com/property-details/6313573-25-high-street-st-albans-herts-al3-4eh and https://propertylink.estatesgazette.com/property-details/6327427-under-offer-10-holywell-hill-st-albans-al1-1bz
Pedestrian Flows	At the time of the Nexus site visits, the highest pedestrian flows were witnessed along St Peters Street, particularly due to the street market activity. High pedestrian flows were also witnessed around the Maltings where the prime comparison retail pitch is located. Pedestrian flows were notably lower along the Secondary Shopping Frontages off St Peters Street, Market Place, Chequer Street and the High Street.
Accessibility	St Albans is easily accessible via car from the M1, A1 and M25. The following car parks are located within the town centre; • London Road – 210 spaces (paid parking) • The Maltings Centre – 800 spaces (paid parking) • Bricket Road – 25 spaces (paid parking) • Civic Centre – 302 spaces (paid parking)

	• Bricket Road North – 27 spaces (paid parking) • Adelaide Street – 30 spaces (paid parking) • Drovers Way – 351 spaces (paid parking) • Marks and Spencer – 40 (paid parking) • Russel Avenue – 537 spaces (paid parking) • Gombards – 82 spaces (paid parking) • Christopher Place – 180 spaces (paid parking) At the time of the Nexus site visits there was capacity in the majority of the car parks. Unsurprisingly, the NEMS household survey results indicated that the majority of respondents, visiting St Albans, travelled by car (73.9%), followed by 14.7% who walk. St Albans City Train Station is located to the east of the city centre where regular Thameslink services run into central London. The station is however fairly disconnected and approximately a 15 minute walk from the city centre. St Albans Abbey Railway Station is located to the south of St Albans. Although slightly closer to the city centre, services are more limited, with journeys into London requiring a change at Watford Junction.
Perception of Safety	At the time of the Nexus site visits, the centre had a safe ambiance and CCTV was evident throughout.
Environmental Quality	On the whole, the environmental quality of St Albans appeared fairly strong with street furniture evidenced throughout the centre. The tree lined pavements of Chequer Street create a particularly welcoming atmosphere. The main shopping streets would benefit from enhanced seating areas, encouraging visitors to congregate and increasing the vitality throughout the centre. St Albans 'Public Realm Delivery Strategy Document' which includes planned improvements to the public realm and street scene of the city centre was adopted in 2011. It is noted that these improvements are still being carried out throughout the centre. St Albans role as a Cathedral City is particularly evident and reflected in the environmental quality of the centre which has a strong cultural offer. Other than St Albans Cathedral, tourist attractions include; the Verulamium Museum, St Albans Museum and the traditional markets. All these cultural offers provide a draw to the city centre.
Customer Views and Behaviour	The NEMS household survey indicated that, out of residents residing within Zone 18, 74% visit St Albans City Centre the most. When asked what they like most about the centre, 23.4% of respondents (who visit St Albans the most) said it was because it is 'close to home' and 12.3% of respondents said it was due to the 'choice and range of shops' reflecting the strong comparison offer in the city centre.

	Notwithstanding this, when asked what would encourage them to visit the centre more often, 12.5% of respondents said an 'increased choice and range of shops'.
Stakeholder Feedback	Stakeholder feedback was received from the BID Manager. Feedback is outlined below. On the whole, there are not enough large units within the town centre which appeal to national multiples. Accessibility is often an issue (particularly for delivery vehicles) due to the medieval layout of the roads. St Albans is perceived as a safe city centre. There is an opportunity to improve the clock tower area and linkages between Alban Arena and St Peter's Street. Technology improvements to the City Centre will be encouraged. Bus links could be improved but the centre has strong access via foot. The retail composition is perceived to be strong with a good mix of independent and chain stores. There is potential to improve the evening economy but there is a good mix of local events attracting visitors to the city, particularly the local markets. The public realm is generally good however more planting would be welcomed. Signage could also be improved throughout the centre.

Harpenden
St Albans City and District Council

Description	Harpenden is the second largest settlement in St Albans District located between Luton (to the north) and St Albans (to the south). Strong transport links into London makes Harpenden a popular commuter town. Harpenden Town Centre is predominantly linear with the primary shopping offer located along the High Street.
Current Status	Minor District Centre







Table C.15 Town Centre Composition

Harpenden Town Centre	Units (%) 2000	Units (%) 2006	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	8.1	6.2	8.1	8.8	22.1	15.2
Comparison	46.8	44.9	26.7	31.0	22.0	34.9
Retail Services	42.8*	45.5*	19.0	14.5	10.6	6.8
Leisure Services	*	*	23.3	23.9	24.3	25.0
Financial and Business Services	*	*	13.8	10.3	14.5	7.7
Vacant	1.7	2.3	9.0	11.2	6.6	9.8
TOTAL	100	100	100	100	100	100

**Figure represents all services (retail services, leisure services and financial and business services)*
Source: 2000 and 2006 figures are from St Albans City and District Council Retail Study – Update 2009, 2017 figures are from Experian Goad Category Report 2017.

Overall Composition

Since the 2006 survey, the number of retail units has increased from 178 to 210.

The Primary Retail Frontage within Harpenden Town Centre is located along the High Street. A number of Secondary Retail Frontages branch off the High Street including Station Road, Vaughan Road and Leyton Road.

The total retail floorspace in Harpenden Town Centre, as illustrated in Figure 4.5 of Chapter 4, is 26,460 sq m.

Convenience and Comparison	At 8.1% of units, Harpenden's convenience offer is in line with the UK average (8.8%). The anchor convenience stores include Sainsbury's (which, at 2,270 sq m is the largest convenience store in the town centre) and Waitrose (1,480 sq m). Both these stores are located in the middle of the town centre with their own allocated parking. The representation of convenience floorspace within Harpenden (22.1%) is above the UK average of 15.2%, reflecting the larger size of these two town centre supermarkets. The NEMS household survey results indicated that the majority of respondents in Zone 21 (the zone Harpenden is within) carry out their main food shop at Sainsbury's – 40.4%. Waitrose is the second most popular food store, with 24.1% of respondents visiting the store for their main food shop. The NEMS household survey results indicated that the most popular store to carry out 'top up' shopping was the Co-op on Southdown Road, outside of the town centre – 29.5%. Representation of comparison units (26.7%) within Harpenden is below the UK average of 31.0% and has reduced since 2005. The comparison offer within the town centre is made up of a mixture of independent units and National Multiples. The NEMS household survey results indicated that residents within Zone 21 (the zone Harpenden is within) are most likely to visit St Albans to buy clothing and footwear – 32.7%. Only 6.7% of residents last purchased these items in Harpenden Town Centre. This is unsurprising and reflects Harpenden's complementary role to St Albans which has a stronger comparison offer. Whilst the NEMS household survey asked a number of questions relating to a variety of comparison goods sectors (including household goods, recreational goods, beauty products, electrical items and bulky goods) clothing and footwear is considered to be a reliable indicator to demonstrate comparison shopping patterns. There are a total of ten charity shops located within Harpenden Town Centre, four of which are located at Harding Parade, two on Bowers Parade, three on the High Street and one on Station Road.
Services	The representation of retail services (19.0%) within Harpenden Town Centre is above the UK average of 14.5%. The representation of leisure service units (23.3%) is in line with the UK average (23.9%), reflecting Harpenden Town Centre's established evening economy. This is predominantly due to the plethora of restaurants, takeaway units, cafes and public houses, which equate to 46 of the 49 leisure services within the town centre. The growing competition between leisure services throughout the town centre is particularly evident with the closure of Strada in December 2107 due to 'disappointing trading in an increasingly competitive market' and will need to be monitored by the Council going forward. Notwithstanding the above, the representation of leisure floorspace (24.3%) is slightly below the UK average (25.0%), reflecting the smaller size of units within Harpenden Town

	Centre. There is a strong representation of Financial and Business Services within the Town Centre (13.8%) which is above the UK average (10.3%) and includes six banks. There are 34 units in the town centre that make up either pubs, bars, restaurants or takeaways, equating to 14.2% of the centres overall representation of units.
Vacancies	At 9.0%, vacancy levels within the town centre are below the UK average (11.2%). There is a notable healthy 'churn' of vacancies and a number of units have recently been taken up, including Cote Bistro which has recently occupied the old Post Office on Station Road. The representation of vacant units has increased from 2.3% in 2006 to 9.0% in 2017.
Rents	Although online data was limited for Harpenden, on average retail rents appear to be higher than St Albans reaching up to £67.00 psf. **Source:** https://propertylink.estatesgazette.com/property-details/6307531-104-high-street-harpenden-al5-2sp
Pedestrian Flows	At the time of the Nexus site visits, the highest pedestrian flows were witnessed along the High Street, particularly to the south. Moderate footfall was also witnessed along Station Approach which is likely to reflect movements to and from the station. Notably, less footfall was witnessed along the Secondary Frontages of Vaughn Road and Leyton Road, although Waitrose attracted a fair amount of pedestrian activity.
Accessibility	The town centre has particularly strong public transport links with Harpenden Train Station, located to the south east of the town centre, providing direct links to Central London and Luton airport via Thameslink rail service. Bus services also provide links to surrounding towns including St Albans, Welwyn Garden City and Berkhamsted. The town centre is accessed by motor vehicle from the A1087 off the M1 and has six car parks including; • Bowers Way East – 148 spaces (paid parking) • Bowers Way West – 158 spaces (paid parking) • Waitrose – 130 spaces (free for customers) • Amenbury Lane – 206 spaces (paid parking) • Leyton Road – 23 spaces (free parking) • Harpenden Station – 420 spaces (paid parking) At the time of the Nexus site visits there were limited parking spaces available. This was reflected in the NEMS household survey results where 31.4% of respondents said that more parking would encourage them to visit the town centre more often and possibly flags an issue with town centre parking in Harpenden. When asked how they travel to Harpenden, 65% of respondents to the NEMS household survey (who visit Harpenden the most), said that they would normally travel by car. Compared to other centres within the Study Area, a high percentage travel to the centre by foot (27.8%) reflecting the close proximity of surrounding residential units.

	The centre is pedestrian friendly with numerous pedestrian crossings and slowing traffic along the High Street.
Perception of Safety	At the time of the Nexus site visits, the centre had a safe ambience. The plethora of seating areas, including tables spilling out from restaurants and cafes, encourage natural surveillance. CCTV is located throughout the town centre and Harpenden's healthy evening economy provides a safe ambiance into the night.
Environmental Quality	Harpenden Town Centre has a particularly high environmental quality. Numerous greens and planting are located throughout the centre, providing a welcoming and pleasant environment. Seating areas and benches also encourage pedestrians to gather, increasing the vitality of the centre. There are a number of small shopping avenues off the main High Street including Thompson Close and The Leys which appear underutilised and lack vitality.
Customer Views and Behaviour	When asked what they like most about the centre, 36.2% of respondents said it was its 'proximity to home' whilst 12.3% said 'the choice and range of shops' closely followed by 'the centre being small/ quiet/ not too big' – 9.7%. The compact nature of the centre means it offers more of a village feel whilst boasting the benefits of a healthy choice of shops. As previously mentioned, parking appears to be the residents biggest concern within the centre, with 31.5% of respondents wanting to see more spaces made available. 11.0% of residents would like to see an increased general range if shops and 8.8% cheaper parking.
Stakeholder Feedback	*Nexus Planning await response from Stakeholders*

Watford
Watford Borough Council

Description	Watford Town is a regional shopping location at the northern edge of the Greater London conurbation. Watford Town Centre is oriented along a long, linear High Street which runs southeast to northwest. The Intu Shopping Centre, which is spread over two floors, anchors the south of the High Street.
Current Status	Town Centre







Table C.16 Town Centre Composition

Watford Town Centre	Units (%) 2009	Units (%) 2012	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	5.5	5.1	6.9	8.8	8.4	15.2
Comparison	40.7	41.3	35.3	31.0	42.5	34.9
Retail Services	40.9*	10.5	10.0	14.5	3.9	6.8
Leisure Services	*	21.2	27.1	23.9	26.9	25.0
Financial and Business Services	*	10.5	11.0	10.3	5.8	7.7
Vacant	12.9	11.4	9.7	11.2	12.5	9.8
TOTAL	100	100	100	100	100	100

**Figure represents all services (retail services, leisure services and financial and business services)*
Source: 2009 figures are from Watford Retail Study 2010, 2013 figures from Watford Retail Study Update 2012 and 2017 figures are from Experian Goad Category Report 2017

Overall Composition

Since 2012 the overall number of retail units has decreased from 429 – 391, reflecting the redevelopment that is currently underway throughout the town centre.

Watford Town Centre Boundary, as identified in the Watford District Plan Proposals Map (2000), is bordered by the A411 to the north east and south whilst Exchange Road runs along the south west border meeting Rickmansworth Road to the north. The Prime Retail Frontage is located along the High Street between Exchange Road and Kings Street and includes the Intu Shopping Centre. Secondary Retail Frontages are located to the north of the High Street, past Exchange Road and on a number of smaller roads branching off the main High Street including; Clarendon Road, Market Street, Queens Road and Kings Street. The south of the High Street beyond Kings Street is also a Secondary Frontage.

As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in Watford Town Centre is 114,380 sq m, the highest of all centres in the Study Area.

Convenience and Comparison	The convenience offer is under-represented in the town centre (currently 6.9%) when compared to the UK average (8.8%). However, the number of units has increased by 3 since the 2012 study. The anchor convenience stores include Sainsbury's (which at 5,340 sq m is the largest retail unit in the town centre) and Iceland. Currently its location to the north east of the town centre, separated by Gaumont Approach and St Albans Road, means Sainsbury's appears fairly separated from the town centre. The low representation of convenience units is likely to reflect the presence of the large convenience superstores surrounding Watford Town Centre; including Tesco Extra located at Waterfield Retail Park, which is open 24 hours a day from Monday – Saturday. The NEMS Household Survey results indicated that the majority of respondents (23.4%) residing in Zone 1 (the Zone Watford Town Centre is within) carry out their main food shop at Tesco. The out-of-town Morrison's located on Ascot Road was the second most popular convenience store, with 15.4% of respondents visiting the store for their main food shop. At 35.3%, comparison goods representation is above the UK average of 31.0%. Comparison floorspace is also particularly high at 42.5%, (above the UK average of 34.9) reflecting the larger size of units. There is a strong representation of National Multiples within the centre which is unsurprising considering Watford's status as a Major Regional Centre (Venuescore 2015/16 ranking). The majority of these units are located along the Prime Retail Frontage at the High Street or within the Intu Shopping Centre. The strong comparison representation in Watford Town Centre is reflected in the NEMS Household Survey results which indicate that 24.6% of the whole study area last bought their clothing or footwear in Watford Town Centre. Of those respondents that reside in Zone 1 (the zone Watford Town Centre is location within), 81.9% carried out there last shop for clothing and footwear in the centre. At the time of the Nexus Retail Study there were 9 charity shops located within the town centre, the majority of which are located at The Parade.

Services	Retail services have seen a decrease in units since 2012. At 10.0% representation is below the UK average of 14.5%. This is likely to reflect the reliance on smaller local centres (Watford North) for retail service provision. Representation of leisure service units (27.1%) and financial and business services (11.0%) are both above the UK average (23.9% and 10.3% respectively). The presence of takeaway units and cafes currently dominates the leisure service sector within the town centre. Although there are a number of night time leisure uses to the north of the centre (including bars and night clubs) the centre would benefit from more complementary leisure services, including restaurants, to encourage activity between the normal retail hours and night time hours. This sector will be boosted from the new Intu redevelopment which includes a new multi-screen cinema and numerous restaurants with the aim to create a more family friendly atmosphere within the town centre. A total of 65 units within the town centre are restaurants pubs, nightclubs or takeaway units equating to 16.7% of the town centres overall retail representation. The majority of the units that make up Watford's evening economy are located north of Exchange Road. The Colosseum and Watford Palace Theatre also contribute to the evening economy within the Town Centre.
Vacancies	Despite the development that is currently underway within the town centre, at 9.7%, the representation of vacant units is below the UK average of 11.2%. At 12.5%, vacant floorspace is above the UK average of 9.8%. This reflects the larger size of a number of vacant units within the town centre, particularly the former BHS which is 3,730 sq m.
Rents	The retail rents in Watford vary throughout the town centre with the highest rents being evident in the Intu Shopping Centre (circa £100.00 psf) reflecting its prime retail pitch. Lower rents are witnessed along the High Street (circa £35.00 psf). **Source:** http://www.shopproperty.co.uk/shops/Watford
Pedestrian Flows	At the time of the Nexus site visits, the highest pedestrian flows were witnessed along the south of the high street and within the Intu Shopping Centre which offers the prime retail pitch. The street market located along the pedestrianised area of the High Street was very busy providing a bustling feel to the town centre. In comparison, Watford New Market, an indoor market which was built to replace the original indoor market, had very low footfall and appeared underutilised. This is likely to be attributed to its location off the main High Street as well as the competition of the popular High Street Market. The Secondary Shopping Frontages along Kings Street and Market Street had lower daytime footfall.
Accessibility	The town centre is located within the bounds of the M25 with good access via car. At the time of the Nexus site visits there was a lot of traffic on the roads surrounding and

	within the town centre. When asked how they travel to Watford, 83.9% of respondents to the NEMS Household Survey said that they would normally travel by car (as either driver or passenger). Congestion was witnessed on roads surrounding town centre including the contra flow lane at the south of the Intu which, at the time of the Nexus site visits was blocked by parked/ waiting vehicles. Watford Town Centre has a total of 9 car parks (both short term and long term) including; • The Crescent – 10 spaces (paid parking) • Intu Kings Car Park – 764 spaces (paid parking) • Intu Queens Car Park – 657 spaces (paid parking) • Church Car Park – 601 spaces (paid parking) • Intu Watford Palace Charter – 619 spaces (paid parking) • Sutton Car Park – 490 spaces (paid parking) • Gade – 661 spaces (paid parking) • Town Hall – 150 spaces (paid parking) • The Avenue – 119 spaces (paid parking) The price of car parking is thought to deter a number of visitors as, when asked what measure would encourage them to visit the centre more often, 12.3% of respondents said cheaper parking. A number are open for 24 hours reflecting the evening economy within the town centre. Despite the pedestrianisation of the north of the High Street, the town centre, as a whole, is not very pedestrian friendly with congested roads through the town centre making the town difficult to navigate. This is evidenced in the NEMS Household Survey results, where only 5.8% respondents said that when visiting Watford Town Centre they would normally walk. Cycle paths are located throughout the town centre. The centre benefits from two over ground stations (Watford Junction, Watford High Street and) and Watford Tube Station (Metropolitan Line) which all provide regular services into Central London. The train stations however appear fairly disconnected to the main town centre which is exacerbated by poor signage. A bus terminus is located just outside of Watford Junction Station.
Perception of Safety	At the time of the Nexus site visits, the centre had a fairly safe ambience, particularly to the south of the centre. The north of the centre which includes a number of clubs, pubs and bars, has the potentially to encourage antisocial behaviour at night. Although this encourages active surveillance late at night, the addition of more restaurants would help to balance the

	town centre experience, providing a more family friendly environment. Numerous underpasses also promote an unwelcoming environment for pedestrians.
Environmental Quality	The town centre appears to be split into two halves, the northern half is pedestrianised and includes street furniture and seating which encourages people to gather in this area. A number of bars pubs and clubs are also located in this area that offers a strong night time economy. The southern half, which is pedestrianised, includes the Intu and offers the prime retail pitch. Signposting in general is considered to be poor, particularly in relation to transport connectivity to and from car parks and public transport. Public realm improvements are currently underway in the town centre between Clarendon Road and St Marys Square. This will include shared space, improved lights, CCTV with the aim to provide a more welcoming pedestrian environment. The development will start in March 2018, with the aim to be completed in-line with the Intu redevelopment.
Customer Views and Behaviour	Watford is the most visited town centre in the whole study area with 65% of all respondents to the NEMS Household Survey visiting the centre most often. In relation to Zone 1, (the zone Watford is located within), The NEMS Household Survey identified that 71.5% of respondents visit Watford Town Centre the most with the majority of respondents (22.9%) visiting at least once a week.
Stakeholder Feedback	Stakeholder feedback was received from the Watford BID, the Watford and West Herts Chamber of Commerce, the Federation for Small Businesses and the Intu Shopping Centre Manager. There is considered to be a strong mix of units and, in general, there is very positive feedback in relation to the impending Intu redevelopment. However, there is slight concern as to how the new Intu redevelopment will impact restaurants to the north of the centre. It is noted that improvements could be made to the accessibility of the centre. The numerous underpasses are unwelcoming and signage is poor, particularly to and from Watford Junction Station. There is a strong night time economy due to the numerus pubs and clubs, particularly to the north of the centre. However, the centre is not very family friendly in the evening and can appear disconcerting at night. This is exacerbated by the number of roller shutters on shop fronts. It is recognised that Watford New Market has been unsuccessful and suffers from low footfall, however the street market is thriving and pitches are very popular.

North Watford - St Albans Road
Watford Borough Council

Description	North Watford is identified as the only District Centre within Watford Borough. The linear district centre, predominantly made up of small shopping frontages, is located on St Albans Road between Watford Town Centre and Garston, north of Watford Junction Railway Station.
Current Status	District Centre







Table C17 ***District Centre Composition***

North Watford	Units (%) 2011	Units (%) 2017	Units UK Avg. (%)	Floorspace (%) 2017	Floorspace UK Avg. (%)
Convenience	13.8	12.6	8.8	7.9	15.2
Comparison	25.0	23.3	31.0	46.0	34.9
Retail Services	46.3*	18.0	14.5	12.2	6.8
Leisure Services	*	23.8	23.9	19.6	25.0
Financial and Business Services	*	12.1	10.3	7.0	7.7
Vacant	14.8	10.2	11.2	7.3	9.8
TOTAL	100	100	100	100	100

**Figure represents all services (retail services, leisure services and financial and business services)*
Source: 2011 figures from Watford Retail Study Supplementary Report 2011 (a supplementary report produced to broadly examine the neighbourhood centres and local centres across the Borough) and 2017 figures are from Experian Goad Category Report 2017

Overall Composition	At the time of the Nexus site visits, North Watford District Centre had 206 retail units in total. The heath check assessments are based on the Experian Goad Plans which include a number of units located outside of the District Centre Boundary (outlined in the Watford Proposals Plan) and includes a number of local shopping parades both to the north and south of the identified Shopping Centre. For this reason, there may be discrepancies in the number of town centre units when compared with previous studies. As identified in the Watford District Plan Proposals Plan, North Watford Shopping Centre is located between Leavesden Road to the south and Balmoral Road to the north. There was a notably high turnover of retail units throughout the centre. This is expected in a district centre such as North Watford which is made up of predominately independent stores and reflects a healthy centre attracting plenty of interest from new retailers. As illustrated in Figure 4.5 in Chapter 4 of this retail study, the total retail floorspace in Watford North is 32,290 sq m.
Convenience & Comparison	The representation of convenience units at 12.6% is above the UK average of 8.8%. However, convenience floorspace (7.9%) is below the UK average (15.2%) illustrating the smaller size of convenience units which mainly

	comprise independent stores that are likely to be relied on for 'top up shopping'. At 2,500 sq m, the Co-op is the largest convenience store in the district centre. There is a large Asda and Sainsbury's superstore located just north of the district centre which people are more likely to use for their main food shop. This is illustrated in the NEMS Household Survey results where 49.1% of respondents residing in Zone 2 (the zone North Watford is located within) said they last visited Asda for their main food shop. There are a diverse range of independent cultural food shops creating a niche draw to the local centre from varied ethnic communities. At 23.3%, comparison representation in North Watford has decreased since 2011. This is unsurprising considering the strong comparison offer at Watford Central. The majority of units are independent stores however national multiples include TK Max to the south of St Albans Road, Boots and Tesco Express. Comparison units are mainly made up of hardware, furniture, electrical and second hand stores attracting a specific market to the centre. There are just three charity shops located within the town centre.
Services	When compared to the UK average (14.5%), there is a strong representation of retail services (mainly made up of beauticians, hair dressers, dry cleaners and vehicle repair stores) which make up 18.0% of units. This compliments Watford Town Centre which has particularly low retail service representation. Although representation of leisure services (23.8%) is in line with the UK average (23.9%), they are predominantly made up of takeaway units. The lack of restaurants and other leisure services means there is limited night life in the district centre. There is a strong representation of financial and business services which, at 12.1%, is above the UK average of 10.3%. The centre's strong service representation is not surprising as North Watford's role as a district centre is to provide for a range of services and facilities to meet the day-to-day needs of their local communities. In relation to evening economy, restaurants, pubs, bars and takeaways make up 17% of the overall representation of town centre units. The majority of these are takeaway units.
Vacancies	The number of vacancies has decreased since 2011 (from 14.8% of units to 10.2% of units) which is lower than the UK average of 11.2%. The vacancies (21 in total) are spread evenly throughout the centre.

Rents	The retail rents in Watford North are much lower than Watford Town Centre ranging between £8.00 psf to £28.00 psf depending on their location along St Albans Road. **Source:** http://www.shopproperty.co.uk/shops/Watford
Pedestrian Flows	Pedestrian flows were observed to be busiest along the middle section of St Albans Road. As would be expected, reduced flows were evident on the edge of the district centre, to the north and south of St Albans Road. The length of St Albans Road along with the intersection of Balmoral Road means visitors are not inclined to walk the whole length of the centre. The busy flow of traffic also discourages pedestrians from crossing St Albans Road.
Accessibility	St Albans Road, which is the main thoroughfare through North Watford District Centre, was very busy at the time of the Nexus Site visit. North Watford has five car parks which are dispersed throughout the centre, the majority of which are short stay and charge £1.00 per hour. A number of these car parks are intended to solely serve larger retail stores, including car parks to the south of the centre, accessed off Penn Road which serve the Range, TK Max and Office Outlet. At the time of the Nexus site visits, Long Spring Car Park, to the north of the centre, was underutilised. There are two main car parks located at North Watford. Longspring Car Park offers 80 spaces (paid parking) and the Harebreaks Car Park which offers 26 spaces (paid parking). Parking is also available at the Range and TK Maxx off Penn Road. Free street parking is located along St Albans Road. The NEMS Household Survey results indicated that the majority of visitors (83.2%) are likely to travel to the centre by car (either as driver or passenger), compared to just 16.8% who walk. Both bus and cycle lanes are evident along St Albans Road. Watford North Train Station is located along Bushey Mill Lane to the east of the centre, approximately 500m from St Albans Road.
Perception of Safety	At the time of the Nexus site visits no anti-social behaviour was observed. A number of shutters were witnessed on shop fronts throughout the centre which can appear unwelcoming, particularly at night.
Environmental Quality	The centre has wide pavements on both sides of St Albans Road and plenty of street furniture in the main shopping area. The centre does however have limited seating areas, discouraging shoppers from staying in the centre for long.

	19.8% of respondents to the NEMS household survey (who visited Watford North most often) said they liked the centres 'environmental quality' the most, perhaps reflecting the vibrant atmosphere the centres niche cultural shops offer.
Customer Views and Behaviour	When respondents to the NEMS Household Survey (who identified that they visit North Watford the most) were asked what would encourage them to visit the centre more often, 18.5% said more family friendly attractions. This perhaps reflects the lack of family friendly leisure facilities and less on street draws when compared to Watford Town Centre. When asked what they like most about the centre, 19.3% of respondents said it is close to home.
Stakeholder Feedback	Stakeholder feedback was received from the Watford BID, the Watford and West Herts Chamber of Commerce and the Federation for Small Businesses. The majority of Stakeholders considered that North Watford is a healthy centre that compliments Watford Central's retail offer. There is a niche draw from the numerus second hand and cultural food shops. The centre usually experiences high footfall throughout the day. However, the busy traffic on St Albans Road can appear daunting to pedestrians.

Appendix D | Household Survey Results

NEMS market research
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South West Hertfordshire Joint Retail Study for Nexus Planning

November 2017 & March 2018

Job Ref: 181017

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the South West Hertfordshire area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 2,210 telephone interviews were conducted; 2,010 interviews were conducted between Tuesday 24th October 2017 and Thursday 9th November 2017 and a further 200 interviews were conducted between Thursday 8th March 2018 and Wednesday 14th March 2018. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 22 zones, defined using postcode sectors. The zone details can be found in Appendix 5.

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	22.2%	68	6.8832
35-44	19.7%	171	2.4375
45-54	18.4%	629	0.6194
55-64	17.3%	444	0.8254
65+	22.3%	801	0.5894
(Refused)	n/a	97	1.0000
Total		**2,210**	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	46,273	100	131	0.8463
2	37,914	102	139	0.6515
3	15,130	100	109	0.3330
4	9,721	100	106	0.2198
5	29,444	100	92	0.7687
6	14,328	100	94	0.3640
7	20,705	101	102	0.4842
8	25,175	100	115	0.5228
9	11,864	100	84	0.3371
10	18,268	100	84	0.5193
11	49,810	100	111	1.0720
12	29,844	100	95	0.7508
13	19,150	100	111	0.4132
14	11,206	100	105	0.2558
15	136,120	102	91	3.5666
16	37,910	101	89	1.0254
17	73,404	102	84	2.0932
18	71,884	100	94	1.8326
19	25,647	102	76	0.8056
20	151,261	100	87	4.1753
21	32,090	100	84	0.9195
22	55,285	100	125	1.0594
Total	**922,433**	**2,210**		

* Source: Census 2011

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 2,210 answers "Yes" to a question, we can be 95% sure that between 47.9% and 52.1% of the population holds the same opinion (i.e. +/- 2.1%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.3%
20%	±1.7%
30%	±1.9%
40%	±2.0%
50%	±2.1%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zones 1-11 – Filtered Nulls & SFT (Weighted)

Q01 Where did you last undertake your main food and grocery shopping?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Iceland, The Parade, Watford, WD17 1NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford, WD17 2TW	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watford Town Centre	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Watford, WD17 2DH	0.4%	8	2.9%	3	5.6%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Morrisons, Ascot Road, Watford, WD18 8AA	1.9%	39	15.4%	16	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	16	2.3%	1	5.2%	1	2.9%	1	2.4%	3
Sainsbury's Superstore, Albert Road South, Watford, WD17 1PE	1.2%	26	12.1%	13	1.4%	1	6.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	5.2%	3	0.0%	0	13.1%	5	0.0%	0
Tesco Express, Colnhurst Road, Langley, Watford, WD17 4BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Watford, WD17 2BJ	0.1%	3	1.2%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whippendell Road, Watford, WD18 7NB	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lower High Street, Watford, WD17 2BD	3.6%	75	23.4%	24	15.9%	14	37.4%	10	1.0%	0	0.0%	0	0.0%	0	2.1%	1	24.1%	14	1.9%	0	0.0%	0	0.0%	0
Other stores, Zone 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Co-op, St. Albans Road, Watford, WD24 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Odhams Industrial Estate, St Albans Road, Watford, WD24 7RT	3.4%	71	11.1%	12	49.1%	43	1.1%	0	4.3%	1	0.7%	0	0.0%	0	7.1%	3	0.0%	0	3.2%	1	14.5%	5	0.0%	0
Co-op, Abbotswood Park, Leavesden, Watford, WD25 7LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gossamers, Garston, Watford, WD25 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cow Lane, Watford, WD25 9JS	2.1%	44	15.8%	16	20.6%	18	16.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Tesco Express, St. Albans	0.2%	4	3.0%	3	0.0%	0	2.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road, Watford, WD24 4AU																								
Waitrose, Dome Roundabout, St. Albans Road, Watford, WD24 7RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Tesco Express (Esso), High Road, Bushey Heath, Bushey, WD23 1EL	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Tesco Express, Harcourt Road, Bushey, Watford, WD23 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Tesco Express, Watling Street, Radlett, WD7 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Watling Street, Radlett	0.1%	2	0.0%	0	0.0%	0	0.0%	0	8.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Sainsbury's Superstore, Shenley Road, Borehamwood, WD6 1AA	0.0%	1	0.0%	0	0.0%	0	0.8%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Station), Allum Lane, Elstree, Borehamwood, WD6 3LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Road, Borehamwood, WD6 4EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Organ Hall Road, Borehamwood, WD6 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Shenley Road, Borehamwood, WD6 1AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood, WD6 4PR	0.5%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	0	11.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
WD6 4PR																								
Morrisons, Stirling Way, Borehamwood, WD6 2RN	0.6%	13	0.0%	0	0.0%	0	0.0%	0	4.0%	1	8.0%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	3.5%	72	0.0%	0	0.0%	0	6.3%	2	18.9%	4	70.2%	44	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Other stores, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar, EN6 3AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Potters Bar	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, South Mimms Services, M25 Motorway, Junction 23, Potters Bar, EN6 3QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	47.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Iceland, High Street, Rickmansworth, WD3 1AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Co-op, New Road, Croxley Green, WD3 3ER	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rickmansworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth, WD3 8DS	0.1%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	4.3%	2	0.0%	0
Marks & Spencer, High Street, Rickmansworth, WD3 1BB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	5.8%	2	0.9%	0	0.0%	0
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX	1.1%	23	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	12	3.1%	2	23.5%	6	0.0%	0	0.0%	0
Waitrose, Homestead Road, Rickmansworth, WD3 1FX	0.8%	16	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	0.0%	0	30.9%	8	0.0%	0	0.0%	0
Other stores, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Waitrose, Green Lane, Northwood, HA6 2XW	1.5%	32	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	29.2%	17	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Andrews Road, South Oxey, Watford, WD19 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, The Parade, Carpenders Park, Watford, WD19 5BL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, South Oxhey, Watford, WD19 6EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth, WD3 4DF	0.2%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Road, Chorleywood, Rickmansworth, WD3 5LH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Other stores, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Zone 10																								
Tesco Express, College Road, Abbots Langley, WD5 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Budgens, High Street, Abbots Langley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.6%	1
Other stores, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Marks & Spencer, Marlowes, Hemel Hempstead, HP1 1BL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Hemel Hempstead, HP3 9AA	1.4%	30	3.0%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.1%	1	1.7%	1	13.4%	15
Aldi, Redbourn Road, Hemel Hempstead, HP2 7BA	1.3%	27	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	5.0%	5
Asda, Hillfield Road, Hemel Hempstead, HP2 4AA	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	7.4%	8
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead, HP2 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bellgate, Highfield, Hemel Hempstead, HP2 5SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Heights, Hemel Hempstead, HP2 5NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead, HP2 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hillfield Road, Hemel Hempstead, HP2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
4AB																								
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead, HP2 4TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead, HP3 9QZ	3.1%	65	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	0	22.0%	8	27.3%	30
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead, HP2 7QH	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.2%	1
Tesco Express, Fletcher Way, Hemel Hempstead, HP2 5SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead, HP3 8AP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, The Marlowes, Hemel Hempstead, HP1 1DT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.2%	1
Tesco Superstore, Jarman Way, Hemel Hempstead, HP2 4JS	2.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	33.4%	36
Other stores, Zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Zone 12																								
Co-op, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead, HP2 6BJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Other stores, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Waitrose, St John's Well Lane, Berkhamsted, HP4 1HS	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.4%	2
M&S Simply Food, High Street, Berkhamstead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Northchurch, Berkhamsted, HP4 3QR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Berkhamsted, HP4 3AP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, St John's Well Court, Berkhamsted, HP4 1HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Co-op, Silk Mill Way, Tring, HP23 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Dolphin Square, Tring	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	1.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Morrisons, Trident Point, Harrow, HA1 4BB	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Field End Road, Eastcote, HA5 1QH	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Eastcote, Pinner, HA5 2ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harefield, Uxbridge, UB9 6BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Orbital Road, Denham, Uxbridge, UB9 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridge Street, Pinner, HA5 3HZ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bishops Walk, Pinner, HA5 5QQ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Ruislip, HA4 8JB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Bury Street, Ruislip, HA4 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End, HA5 4QT	1.2%	24	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Other stores, Harrow	3.0%	63	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Eastcote Tube Station, Field End Road, Eastcote, HA5 1RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Ruislip, HA4 7AS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Superstore, Barters Walk, Pinner, HA5 5LU	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Joel Street, Northwood Hills,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pinner, HA5 2PA																								
Tesco Express, Fieldend Road, Eastcote, HA5 1QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravel Hill, Chalfont St. Peter, Gerrards Cross, SL9 0NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ruislip, HA4 8LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Park Way, Ruislip, HA4 8NR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hatch End, Pinner, HA5 4JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	3.2%	1	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip, HA4 7DS	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 15	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Waitrose, The Backs, Chesham, HP5 1DR	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Elgiva Lane, Chesham, HP5 2YA	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Co-op, Manor Road, Caddington, Luton, LU1 4EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunstable	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Leighton Buzzard (Zone 17)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 17	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Co-op, Cell Barnes Lane, St. Albans, AL1 5PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Redbourn, St. Albans, AL3 7LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Street, How Wood, St. Albans, AL2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
2RA																								
Co-op, Watford Road, St. Albans, AL2 3EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, St. Albans, AL1 3TG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Verluam Road, St. Albans, AL3 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Watling Street, St. Albans, AL2 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Peter's Street, St. Albans, AL1 3DP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hatfield Road, St. Albans, AL1 4SU	2.9%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Local, Marshalswick Lane, St. Albans, AL1 4UZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Superstore, Everard Close, St. Albans, AL1 2QU	2.3%	48	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Beech Road, St. Albans, AL3 5AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hatfield Road, St. Albans, AL1 4JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Luton Road, Harpenden, AL5 3BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Bredlades Place, Jersey Farm Estate, St Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, St. Peters Street, St. Albans, AL1 3EB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ermine Close, Mayne Avenue, St. Albans, AL3 4JZ	0.9%	18	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	3.6%	4
Local shops, St Albans City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Co-op, Bradmore Green, Brookmans Park, Hatfield, AL9 7QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Haseldine Road, London Colney, St. Albans, AL2 1RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnet Road, London Colney, St. Albans, AL2 1AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colney Fields Shopping Park, London Colney, AL2 1AB	1.8%	38	0.0%	0	0.4%	0	3.9%	1	38.7%	7	5.7%	4	6.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco Express, High Street, London Colney, AL2 1JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Asda, High Street, Wealdstone, HA3 7AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Barnet, EN5 5XQ	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Edgware, HA8 7LH	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore, HA7 4HB	0.5%	10	2.5%	3	0.4%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, High Street, Wealdstone, HA3 7HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BQ	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Broadway, Stanmore, HA7 4DA	2.1%	43	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannons Corner, Stone Grove, Edgware, HA8 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Glengall Road, Edgware, HA8 8TE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hale Lane, Edgware, HA8 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Barnet, EN5 5SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mill Hill, Broadway, NW7 3DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mollison Way, Edgware, HA8 5QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Burnt Oak Broadway, Edgware, HA8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
0BE																								
Waitrose, The Spires Shopping Centre, High Street, Barnet	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 20	2.5%	52	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Shoplands Parade, Knightsfield, Welwyn Garden City, AL8 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Luton Airport, Luton, LU2 9LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Welwyn, AL6 9EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eaton Green Road, Luton, LU2 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Aldi, Church Street, Dunstable, LU5 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairlands Way, Stevenage, SG1 1FZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsbury Road, Kingsbury, NW9 9HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Luton, LU1 1HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Parkhouse Court, Hatfield, AL10 9RQ	1.1%	24	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Scott Road, Luton, LU3 3BF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Retail Park,	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.2%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
South Ruislip, HA4 0AJ																								
Aldi, Vimy Road, Leighton Buzzard	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Capitol Way, off Edgware Road, Colindale, NW9 0AS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Monkswood Way, Stevenage, SG1 1LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Town Centre, Hatfield, AL10 0JP	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Biscot Road, Luton, LU3 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadwater Crescent, Stevenage, SG2 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cole Green Lane, Welwyn Garden City, AL7 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, College Lane, Hatfield, AL10 9AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Grove, Ludwick, Welwyn Garden City, AL7 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Homestead Road, Birchwood, Hatfield, AL10 0QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Knebworth, SG3 6EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Whipperly Ring, Luton, LU1 5RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roe Green Centre, Bishops Rise, Hatfield, AL10 9HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southdown Road, Harpenden, AL5 1PU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Hyde, Shephall, Stevenage, SG2 9SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wigmore Lane, Luton, LU2 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fretherne Road, Welwyn Garden City, AL8 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Luton, LU1 3JX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Town Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hatfield, AL10 0JW																								
Lidl, Francis Street, Luton, LU1 1HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Road, Luton, LU3 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moors Walk, Panshanger, Welwyn Garden City, AL7 2BQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bancroft, Hitchin, SG5 1LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Church Green Parade, Harpenden, AL5 2TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Luton Road, Townsend, Harpenden, AL5 2UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Edgware Road, Colindale, NW9 0AS	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Aylesbury	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Charcot Road, Colindale, NW9 5WU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahame Park, Colindale, NW9 5ZN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Church Road, Welwyn Garden City, AL8 6SA	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Harpenden, AL5 2RU	1.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hitchin Road, Stevenage, SG1 4AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Long Drive, Ruislip	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Magpie Crescent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stevenage, SG2 7DU																								
Sainsbury's Superstore, Nash Way, Kenton, Harrow, HA3 0JA	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Quantock Rise, Luton LU3 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chenies Parade, Chalfont Station Road, Little Chalfont, HP7 9PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Stevenage, SG1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hitchin Station, Hitchin, SG4 9SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Harrow, HA3 8RQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mobbsbury Way, Stevenage, SG2 0LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moors Walk, Welwyn Garden City, AL7 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield, AL9 5JY	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Forum, Stevenage, SG1 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Luton Mall, Luton, LU1 2LL	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadwater Retail Park, London Road, Stevenage, SG2 8DT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
6UN																								
Waitrose, High Street, Stevenage, SG1 3EH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Leyton Road, Harpenden, AL5 2TJ	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Gerrards Cross, SL9 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sycamore Road, Amersham, HP6 5DR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, outside study area	4.7%	97	2.0%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.7%	0	0.0%	0	2.2%	1	1.3%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2067		104		87		26		19		63		32		47		57		26		36		109
Sample:		2029		91		95		80		85		90		95		96		92		91		90		91

Q02 Where did you undertake your main food and grocery shopping the time before last?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Iceland, The Parade, Watford, WD17 1NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford, WD17 2TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watford Town Centre	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Watford, WD17 2DH	0.3%	7	0.9%	1	5.6%	5	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Morrisons, Ascot Road, Watford, WD18 8AA	1.5%	31	15.3%	16	1.8%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	7	1.2%	1	4.1%	1	3.6%	1	2.4%	3
Sainsbury's Superstore, Albert Road South, Watford, WD17 1PE	1.2%	25	6.2%	7	3.5%	3	4.2%	1	1.0%	0	0.0%	0	0.0%	0	2.7%	1	4.7%	3	1.1%	0	11.4%	5	0.0%	0
Tesco Express, Colnhurst Road, Langley, Watford, WD17 4BU	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Watford, WD17 2BJ	0.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whippendell Road, Watford, WD18 7NB	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lower High Street, Watford, WD17 2BD	4.2%	86	41.7%	44	10.2%	9	34.0%	9	0.8%	0	0.0%	0	0.0%	0	5.8%	3	15.8%	9	0.8%	0	0.0%	0	0.0%	0
Other stores, Zone 1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Co-op, St. Albans Road, Watford, WD24 4AE	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Odhams Industrial Estate, St Albans Road, Watford, WD24 7RT	2.1%	43	3.5%	4	30.5%	27	5.1%	1	2.3%	0	0.8%	0	0.0%	0	3.1%	1	1.2%	1	1.3%	0	15.3%	6	0.6%	1
Co-op, Abbotswood Park, Leavesden, Watford, WD25 7LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gossamers, Garston, Watford, WD25 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cow Lane, Watford, WD25 9JS	2.0%	40	12.3%	13	22.8%	20	6.8%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.8%	0	4.4%	2	0.0%	0
Tesco Express, St. Albans	0.3%	6	3.0%	3	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road, Watford, WD24 4AU																								
Waitrose, Dome Roundabout, St. Albans Road, Watford, WD24 7RU	0.3%	6	0.0%	0	5.1%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Tesco Express (Esso), High Road, Bushey Heath, Bushey, WD23 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.4%	8	2.6%	3	0.9%	1	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Tesco Express, Harcourt Road, Bushey, Watford, WD23 3PP	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Tesco Express, Watling Street, Radlett, WD7 7LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Watling Street, Radlett	0.1%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Sainsbury's Superstore, Shenley Road, Borehamwood, WD6 1AA	0.1%	2	0.0%	0	0.0%	0	0.8%	0	4.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Station), Allum Lane, Elstree, Borehamwood, WD6 3LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Road, Borehamwood, WD6 4EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Organ Hall Road, Borehamwood, WD6 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Shenley Road, Borehamwood, WD6 1AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood, WD6 4PR	0.6%	12	0.0%	0	0.0%	0	0.0%	0	8.1%	1	11.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood,	0.2%	4	0.0%	0	0.0%	0	0.8%	0	1.5%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
WD6 4PR																								
Morrisons, Stirling Way, Borehamwood, WD6 2RN	1.4%	28	0.0%	0	0.0%	0	2.7%	1	3.0%	1	16.0%	10	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	2.4%	50	0.0%	0	0.0%	0	5.6%	1	10.1%	2	48.2%	31	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Other stores, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar, EN6 3AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Potters Bar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, South Mimms Services, M25 Motorway, Junction 23, Potters Bar, EN6 3QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	46.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other stores, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Iceland, High Street, Rickmansworth, WD3 1AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Co-op, New Road, Croxley Green, WD3 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rickmansworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth, WD3 8DS	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.6%	0	0.8%	0	3.1%	1	0.0%	0
Marks & Spencer, High Street, Rickmansworth, WD3 1BB	0.2%	5	0.7%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	5.0%	2	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX	1.4%	30	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	15	4.7%	3	25.0%	7	0.8%	0	0.0%	0
Waitrose, Homestead Road, Rickmansworth, WD3 1FX	1.1%	22	2.4%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	2.8%	2	32.7%	9	0.0%	0	0.0%	0
Other stores, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Waitrose, Green Lane, Northwood, HA6 2XW	1.5%	31	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	23.6%	13	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Andrews Road, South Oxey, Watford, WD19 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, The Parade, Carpenders Park, Watford, WD19 5BL	0.3%	6	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, South Oxhey, Watford, WD19 6EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth, WD3 4DF	0.2%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	1.3%	1	1.6%	0	0.0%	0	0.0%	0
Co-op, Lower Road, Chorleywood, Rickmansworth, WD3 5LH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Other stores, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Zone 10																								
Tesco Express, College Road, Abbots Langley, WD5 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Budgens, High Street, Abbots Langley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.6%	1
Other stores, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Marks & Spencer, Marlowes, Hemel Hempstead, HP1 1BL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Hemel Hempstead, HP3 9AA	2.1%	43	2.0%	2	5.1%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	1.6%	0	3.8%	2	9.5%	10
Aldi, Redbourn Road, Hemel Hempstead, HP2 7BA	1.1%	22	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Asda, Hillfield Road, Hemel Hempstead, HP2 4AA	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.5%	8
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead, HP2 7BA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Bellgate, Highfield, Hemel Hempstead, HP2 5SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Heights, Hemel Hempstead, HP2 5NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead, HP2 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hillfield Road, Hemel Hempstead, HP2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
4AB																								
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead, HP2 4TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead, HP3 9QZ	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	39.6%	16	24.3%	27
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead, HP2 7QH	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Tesco Express, Fletcher Way, Hemel Hempstead, HP2 5SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead, HP3 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Marlowes, Hemel Hempstead, HP1 1DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Jarman Way, Hemel Hempstead, HP2 4JS	2.6%	54	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	34.5%	38
Other stores, Zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Zone 12																								
Co-op, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead, HP2 6BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other stores, Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Waitrose, St John's Well Lane, Berkhamsted, HP4 1HS	2.1%	43	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
M&S Simply Food, High Street, Berkhamstead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Tesco Express, High Street, Northchurch, Berkhamsted, HP4 3QR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Berkhamsted, HP4 3AP	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, St John's Well Court, Berkhamsted, HP4 1HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Co-op, Silk Mill Way, Tring, HP23 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Dolphin Square, Tring	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Morrisons, Trident Point, Harrow, HA1 4BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Field End Road, Eastcote, HA5 1QH	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Eastcote, Pinner, HA5 2ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harefield, Uxbridge, UB9 6BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Orbital Road, Denham, Uxbridge, UB9 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridge Street, Pinner, HA5 3HZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bishops Walk, Pinner, HA5 5QQ	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Ruislip, HA4 8JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Bury Street, Ruislip, HA4 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End, HA5 4QT	1.5%	31	0.0%	0	5.1%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	8	0.0%	0	0.0%	0	0.0%	0
Other stores, Harrow	4.6%	94	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Eastcote Tube Station, Field End Road, Eastcote, HA5 1RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Ruislip, HA4 7AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Superstore, Barters Walk, Pinner, HA5 5LU	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Joel Street, Northwood Hills,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pinner, HA5 2PA																								
Tesco Express, Fieldend Road, Eastcote, HA5 1QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravel Hill, Chalfont St. Peter, Gerrards Cross, SL9 0NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ruislip, HA4 8LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Park Way, Ruislip, HA4 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hatch End, Pinner, HA5 4JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG	3.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	3.1%	1	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip, HA4 7DS	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 15	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Waitrose, The Backs, Chesham, HP5 1DR	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Elgiva Lane, Chesham, HP5 2YA	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 16	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Co-op, Manor Road, Caddington, Luton, LU1 4EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunstable	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Leighton Buzzard (Zone 17)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 17	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Co-op, Cell Barnes Lane, St. Albans, AL1 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Redbourn, St. Albans, AL3 7LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Street, How Wood, St. Albans, AL2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
2RA																								
Co-op, Watford Road, St. Albans, AL2 3EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, St. Albans, AL1 3TG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Verluam Road, St. Albans, AL3 4DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Watling Street, St. Albans, AL2 2NN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Peter's Street, St. Albans, AL1 3DP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Hatfield Road, St. Albans, AL1 4SU	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Local, Marshalswick Lane, St. Albans, AL1 4UZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Superstore, Everard Close, St. Albans, AL1 2QU	2.0%	41	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Beech Road, St. Albans, AL3 5AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hatfield Road, St. Albans, AL1 4JL	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Luton Road, Harpenden, AL5 3BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Bredlades Place, Jersey Farm Estate, St Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, St. Peters Street, St. Albans, AL1 3EB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ermine Close, Mayne Avenue, St. Albans, AL3 4JZ	1.0%	21	0.0%	0	0.5%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	3.0%	3
Local shops, St Albans City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Co-op, Bradmore Green, Brookmans Park, Hatfield, AL9 7QR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Haseldine Road, London Colney, St. Albans, AL2 1RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnet Road, London Colney, St. Albans, AL2 1AB	0.4%	8	0.0%	0	0.0%	0	0.0%	0	4.1%	1	1.0%	1	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colney Fields Shopping Park, London Colney, AL2 1AB	1.8%	37	0.0%	0	0.0%	0	0.8%	0	27.3%	5	8.0%	5	9.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Express, High Street, London Colney, AL2 1JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Asda, High Street, Wealdstone, HA3 7AE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Barnet, EN5 5XQ	1.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Edgware, HA8 7LH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore, HA7 4HB	0.9%	18	2.4%	3	0.4%	0	1.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Wealdstone, HA3 7HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BQ	1.7%	34	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Broadway, Stanmore, HA7 4DA	1.6%	32	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannons Corner, Stone Grove, Edgware, HA8 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Glengall Road, Edgware, HA8 8TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hale Lane, Edgware, HA8 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Barnet, EN5 5SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mill Hill, Broadway, NW7 3DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mollison Way, Edgware, HA8 5QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Burnt Oak Broadway, Edgware, HA8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
0BE																								
Waitrose, The Spires Shopping Centre, High Street, Barnet	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 20	2.3%	48	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Shoplands Parade, Knightsfield, Welwyn Garden City, AL8 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Luton Airport, Luton, LU2 9LY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Welwyn, AL6 9EQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eaton Green Road, Luton, LU2 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Aldi, Church Street, Dunstable, LU5 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairlands Way, Stevenage, SG1 1FZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsbury Road, Kingsbury, NW9 9HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Luton, LU1 1HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Parkhouse Court, Hatfield, AL10 9RQ	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Scott Road, Luton, LU3 3BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Retail Park,	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
South Ruislip, HA4 0AJ																								
Aldi, Vimy Road, Leighton Buzzard	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Capitol Way, off Edgware Road, Colindale, NW9 0AS	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Monkswood Way, Stevenage, SG1 1LA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Town Centre, Hatfield, AL10 0JP	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Biscot Road, Luton, LU3 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadwater Crescent, Stevenage, SG2 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cole Green Lane, Welwyn Garden City, AL7 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, College Lane, Hatfield, AL10 9AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Grove, Ludwick, Welwyn Garden City, AL7 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Homestead Road, Birchwood, Hatfield, AL10 0QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Knebworth, SG3 6EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Whipperly Ring, Luton, LU1 5RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roe Green Centre, Bishops Rise, Hatfield, AL10 9HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southdown Road, Harpenden, AL5 1PU	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Hyde, Shephall, Stevenage, SG2 9SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wigmore Lane, Luton, LU2 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fretherne Road, Welwyn Garden City, AL8 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Luton, LU1 3JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Town Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hatfield, AL10 0JW																								
Lidl, Francis Street, Luton, LU1 1HU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Road, Luton, LU3 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moors Walk, Panshanger, Welwyn Garden City, AL7 2BQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bancroft, Hitchin, SG5 1LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Church Green Parade, Harpenden, AL5 2TW	0.1%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Luton Road, Townsend, Harpenden, AL5 2UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Edgware Road, Colindale, NW9 0AS	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Aylesbury	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Charcot Road, Colindale, NW9 5WU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahame Park, Colindale, NW9 5ZN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Church Road, Welwyn Garden City, AL8 6SA	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Harpenden, AL5 2RU	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hitchin Road, Stevenage, SG1 4AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Long Drive, Ruislip	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Magpie Crescent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stevenage, SG2 7DU																								
Sainsbury's Superstore, Nash Way, Kenton, Harrow, HA3 0JA	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Quantock Rise, Luton LU3 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chenies Parade, Chalfont Station Road, Little Chalfont, HP7 9PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Stevenage, SG1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hitchin Station, Hitchin, SG4 9SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Harrow, HA3 8RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mobbsbury Way, Stevenage, SG2 0LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moors Walk, Welwyn Garden City, AL7 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield, AL9 5JY	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Forum, Stevenage, SG1 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Luton Mall, Luton, LU1 2LL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadwater Retail Park, London Road, Stevenage, SG2 8DT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
6UN																								
Waitrose, High Street, Stevenage, SG1 3EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Leyton Road, Harpenden, AL5 2TJ	1.2%	24	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Gerrards Cross, SL9 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sycamore Road, Amersham, HP6 5DR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, outside study area	5.7%	117	2.0%	2	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2058		105		87		26		18		64		33		47		56		26		41		110
Sample:		2020		93		96		75		82		92		96		96		92		93		91		92

Q03 Which retailer do you purchase your main food internet / home delivery shopping from?

Those who last did their main food shopping via the Internet Q01:

Asda	2.0%	3	0.0%	0	9.8%	0	2.5%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	0	0.0%	0	6.5%	1
Morrisons	10.2%	14	7.8%	1	0.0%	0	0.0%	0	34.9%	2	0.0%	0	0.0%	0	0.0%	0	9.8%	0	0.0%	0	47.0%	4	6.5%	1
Iceland	0.7%	1	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.4%	16	15.5%	1	9.8%	0	18.4%	1	5.1%	0	0.0%	0	69.1%	2	0.0%	0	9.8%	0	0.0%	0	18.1%	1	14.8%	2
Tesco	38.0%	52	28.1%	2	67.6%	3	24.3%	2	10.3%	0	80.4%	6	16.7%	0	47.9%	1	19.1%	1	79.9%	2	25.1%	2	65.9%	7
Ocado	27.4%	38	48.7%	3	0.0%	0	52.3%	4	31.0%	1	14.0%	1	14.2%	0	23.7%	1	48.3%	2	12.7%	0	4.0%	0	0.0%	0
Waitrose	9.1%	13	0.0%	0	0.0%	0	0.0%	0	6.1%	0	5.7%	0	0.0%	0	0.0%	0	13.1%	0	0.0%	0	5.6%	0	6.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Co	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S (Click & Collect)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	1	0.0%	0	0.0%	0	2.4%	0	4.2%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		138		7		4		8		4		8		3		2		3		3		8		10
Sample:		175		9		7		19		14		10		5		5		7		9		10		9

Q04 What is the main reason you choose (STORE MENTIONED AT Q01) for your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Accessibility by public transport	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Car parking prices	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Car parking provision	2.5%	56	0.6%	1	0.0%	0	1.1%	0	4.6%	1	0.6%	0	2.8%	1	1.2%	1	1.0%	1	8.2%	2	2.4%	1	0.0%	0
Choice of food goods available	6.7%	148	4.8%	5	5.8%	5	10.8%	4	12.6%	3	7.9%	6	3.0%	1	2.6%	1	2.6%	2	12.7%	4	2.1%	1	3.4%	4
Choice of shops nearby selling non-food goods	0.5%	10	0.0%	0	1.7%	2	0.0%	0	2.9%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Choice of shops selling food goods	0.6%	13	0.5%	0	0.4%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.9%	1	0.5%	1
Cleanliness	0.5%	11	1.9%	2	0.0%	0	0.8%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Convenient generally	3.2%	70	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	1.6%	36	1.6%	2	0.4%	0	9.1%	3	4.8%	1	6.2%	4	0.7%	0	0.6%	0	3.7%	2	0.0%	0	3.9%	2	2.7%	3
Easy to get to by car	1.3%	28	0.0%	0	0.4%	0	1.3%	0	1.5%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	3.6%	1	0.7%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / know where everything is	0.6%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1
Good / long opening hours	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.9%	20	5.3%	6	1.8%	2	0.0%	0	0.6%	0	0.0%	0	0.6%	0	1.2%	1	1.7%	1	0.7%	0	0.0%	0	3.3%	4
Good service / friendly staff	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.3%	3	1.7%	1	1.2%	1	1.4%	0	0.0%	0	2.2%	3
Good special offers / discounts	0.4%	8	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always use it / preference for retailer	4.4%	97	6.8%	8	5.4%	5	2.2%	1	4.2%	1	2.0%	1	1.5%	1	4.3%	2	1.6%	1	4.6%	1	7.6%	3	2.2%	3
Has a Click & Collect service	0.5%	11	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.4%	8	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
I get / give a lift to that store	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - fast / easy delivery	0.6%	14	0.0%	0	0.0%	0	1.3%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.6%	1
Internet shopping is convenient	3.0%	66	2.2%	2	3.5%	3	10.9%	4	13.0%	3	3.6%	3	4.9%	2	3.0%	1	0.0%	0	4.3%	1	2.1%	1	3.5%	4
Large store	1.1%	24	1.2%	1	5.4%	5	1.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	2.6%	1	0.0%	0	0.0%	0
Lower prices	8.7%	192	6.9%	8	20.6%	19	1.1%	0	3.8%	1	6.6%	5	5.3%	2	10.5%	5	7.2%	4	7.9%	2	17.1%	7	21.4%	25
Loyalty card / points scheme	1.5%	34	0.0%	0	0.9%	1	1.3%	0	2.1%	0	0.0%	0	0.6%	0	0.8%	0	0.5%	0	4.3%	1	3.9%	2	1.3%	2
Near to home	35.2%	777	39.8%	44	24.3%	22	23.1%	8	27.7%	6	39.3%	28	42.3%	15	49.7%	25	53.8%	32	24.2%	7	22.3%	10	36.2%	43
Near to Marks & Spencer store	0.2%	4	0.0%	0	0.0%	0	2.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near to work	2.6%	57	0.0%	0	0.4%	0	1.7%	1	2.0%	0	0.0%	0	0.9%	0	0.6%	0	1.1%	1	0.0%	0	3.1%	1	0.7%	1
Nice shopping environment	0.4%	8	0.0%	0	0.0%	0	2.2%	1	0.6%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	0	1.5%	2
Only one in the area / no other choice	0.2%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby,	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
such as banks and other financial services																								
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	7.6%	168	10.4%	11	8.3%	8	14.3%	5	5.4%	1	3.1%	2	9.7%	3	9.3%	5	9.3%	6	9.3%	3	6.5%	3	7.0%	8
Quality of shops selling food goods	0.5%	10	1.1%	1	0.4%	0	0.5%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	0	2.4%	1	0.7%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet / not too big	0.7%	15	0.5%	1	3.1%	3	1.1%	0	2.3%	1	1.1%	1	0.0%	0	0.0%	0	0.5%	0	1.7%	0	0.0%	0	1.1%	1
Staff discount / work there	1.6%	34	1.1%	1	0.4%	0	2.2%	1	2.3%	1	0.9%	1	4.1%	1	3.4%	2	1.5%	1	0.0%	0	4.6%	2	0.0%	0
Value for money	5.5%	122	9.9%	11	5.4%	5	3.4%	1	1.2%	0	9.5%	7	2.4%	1	3.8%	2	5.4%	3	5.5%	2	2.8%	1	5.5%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient for visiting family / friends	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled access / facilities	0.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Free newspaper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free samples whilst shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Good company ethics	0.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Good mix of brands and non-brands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of organic products	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection of bulk-buy items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good-sized store (not too big / small)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Had vouchers to use	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a car wash	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a clothing section	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an in-store pharmacy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have shares in the company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In the area / passing at the time	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In-store café	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Range of gluten-free products	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of services in-store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-scanning facility	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Supporting local business	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional / old-fashioned	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
store																								
Well-staffed / plenty of checkouts open	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well-stocked shelves	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wide aisles	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Don’t know / no reason in particular)	3.1%	69	3.4%	4	8.8%	8	3.0%	1	1.4%	0	8.1%	6	8.3%	3	2.2%	1	3.1%	2	3.3%	1	12.3%	5	3.1%	4
Bright / well-lit store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q05 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01) ?																								
(Nothing)	64.6%	1429	71.5%	79	50.3%	46	54.7%	20	65.7%	15	68.1%	48	57.0%	20	73.6%	37	77.5%	47	73.4%	21	68.5%	30	61.1%	73
Aisle obstructions (e.g. stock cages, staff shopping for online customers etc.)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Change layout too often	2.0%	43	0.0%	0	6.2%	6	0.5%	0	0.0%	0	2.0%	1	3.4%	1	0.0%	0	0.0%	0	1.9%	1	1.0%	0	0.6%	1
Congested entrance / exits	0.1%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Difficult to get out of car park	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.4%	8	1.9%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	2.9%	63	1.4%	2	0.4%	0	1.7%	1	0.0%	0	1.4%	1	1.9%	1	1.4%	1	3.4%	2	1.7%	0	1.4%	1	4.6%	5
Dirty / untidy / scruffy store	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.6%	0	2.6%	2	1.0%	0	0.0%	0	0.0%	0
Discontinued items	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Empty shelves	1.0%	23	2.3%	3	1.8%	2	0.5%	0	2.3%	1	0.0%	0	2.3%	1	0.6%	0	1.6%	1	0.0%	0	0.7%	0	1.1%	1
Expensive	5.2%	116	1.9%	2	9.8%	9	7.4%	3	5.8%	1	0.0%	0	8.0%	3	14.3%	7	3.7%	2	4.4%	1	1.7%	1	6.4%	8
Expensive parking	1.0%	23	0.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Internal building work	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - can't chose / see the actual products	0.5%	12	2.3%	3	0.0%	0	5.8%	2	1.4%	0	0.0%	0	1.1%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1
Internet - delivery charges	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - difficult to navigate the website	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Internet - don't always see special offers	0.1%	2	0.0%	0	0.0%	0	0.8%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - inferior substituted items	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Internet - slow / busy website / poor connection	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Lack of brands / too many own-label products	0.4%	8	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.0%	110	2.3%	3	8.0%	7	0.5%	0	3.6%	1	2.3%	2	6.2%	2	4.5%	2	2.6%	2	5.5%	2	5.3%	2	5.9%	7
No petrol station	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough staff / queues at the checkout	1.2%	26	0.5%	1	0.4%	0	0.6%	0	0.0%	0	1.5%	1	1.1%	0	0.6%	0	0.9%	1	0.0%	0	1.4%	1	6.7%	8
Poor internal layout	0.6%	13	0.0%	0	1.8%	2	0.0%	0	1.1%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	1
Poor quality	1.1%	24	1.1%	1	0.0%	0	0.0%	0	1.9%	0	2.2%	2	1.7%	1	1.8%	1	0.0%	0	0.0%	0	0.7%	0	1.1%	1
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short sell-by dates	1.1%	25	0.0%	0	0.4%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.0%	0	0.0%	0
Staff rude / unhelpful	1.2%	26	0.6%	1	1.3%	1	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Too busy / big	2.4%	53	6.4%	7	8.2%	7	4.9%	2	1.8%	0	4.4%	3	8.0%	3	0.8%	0	0.5%	0	2.0%	1	0.0%	0	0.6%	1
Too cold inside	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	1.1%	1
Too far away	0.7%	15	1.1%	1	4.9%	4	3.4%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.7%	3
Too many self-service	0.1%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
checkouts																								
Too small	2.8%	62	1.9%	2	3.1%	3	0.5%	0	0.6%	0	6.6%	5	2.2%	1	0.6%	0	2.6%	2	1.0%	0	0.7%	0	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking pay machines often don't work	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charge 10p for carrier bags	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Checkout conveyor belts are too short	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Christmas goods stocked too early	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Confusing / incorrect pricing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Confusing special offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Copying branded goods' packaging	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling rack is not under cover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty trolleys	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinued items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Don't cater for single people	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't stock certain items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feeling rushed at the checkout	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
General decline / not the same as it used to be	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has Starbucks for the in-store café	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have to pay for parking before shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - expensive delivery charges	0.1%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - goods are poorly packed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - items too near their sell-by dates	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0
Internet - sometimes don't get the full order delivered	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loyalty card scheme not as generous now	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narrow aisles	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No butchers section	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No clothing section	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No cooking instructions on own-brand products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No customer toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
No in-store café	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
No locally-sourced fresh produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
No other shops nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No petrol station	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No self-service checkouts	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough Kosher food stocked	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough disabled parking / facilities	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough trolleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
People parking there without shopping in store	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Polythene bags are too thin	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Poor Sunday opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor clothing section	0.1%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor company ethics	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor management	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Poor quality in-store café	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pot holes in the car park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Recycle bins are obstructive	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Repeated warnings about the fire alarm test	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-scanning service	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Too many branches close together	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many bulk-buy items	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many special offers on junk food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too student-orientated	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Under-handed price rises	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele	0.1%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unhygenic toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untidy / messy shelves	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.6%	12	0.0%	0	0.0%	0	9.1%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.7%	1	0.0%	0
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
MeanScore: visits per week																								
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)																								
Daily	2.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	3.6%	2	1.5%	1	0.7%	0	0.0%	0	0.5%	1
At least two times a week	14.3%	315	14.5%	16	4.7%	4	7.5%	3	16.4%	4	13.7%	10	9.6%	3	19.1%	9	18.5%	11	12.2%	3	8.6%	4	12.2%	15
At least once a week	62.5%	1381	66.1%	73	67.2%	61	74.2%	27	64.7%	15	61.3%	43	71.8%	25	55.3%	27	65.0%	39	70.5%	20	69.4%	30	75.5%	90
At least once a fortnight	11.9%	263	7.5%	8	24.4%	22	7.4%	3	12.6%	3	16.8%	12	8.2%	3	16.7%	8	10.4%	6	7.4%	2	12.5%	5	8.1%	10
At least once a month	5.2%	115	10.9%	12	2.8%	3	9.8%	4	4.6%	1	6.2%	4	9.2%	3	2.3%	1	3.5%	2	4.5%	1	5.5%	2	1.1%	1
At least every two months	0.5%	12	1.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.7%	0	0.7%	0	0.7%	1
Less often	0.2%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.6%	1
(Don't know / varies)	2.0%	43	0.0%	0	0.9%	1	0.0%	0	1.1%	0	1.4%	1	0.6%	0	0.6%	0	0.5%	0	1.2%	0	3.3%	1	1.3%	2
Mean:		*1.49*		*1.31*		*1.00*		*1.11*		*1.40*		*1.33*		*1.22*		*1.67*		*1.57*		*1.31*		*1.16*		*1.34*
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100
Q07 How do you normally travel to (STORE MENTIONED AT Q01)? *Excluding those who last did their main food shopping via the Internet Q01:*																								
Car / van (as driver)	76.9%	1594	79.4%	83	72.6%	63	95.8%	27	89.3%	17	80.5%	50	79.9%	25	77.9%	37	77.3%	44	90.1%	23	74.1%	27	82.4%	90
Car / van (as passenger)	7.8%	162	4.1%	4	15.9%	14	2.8%	1	3.7%	1	7.9%	5	11.4%	4	8.2%	4	9.8%	6	3.9%	1	10.2%	4	4.9%	5
Bus (including the busway or guided bus), minibus or coach	2.7%	57	6.1%	6	6.8%	6	1.4%	0	0.7%	0	4.3%	3	2.3%	1	1.8%	1	6.2%	4	2.3%	1	0.0%	0	2.4%	3
Motorcycle, scooter or moped	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.5%	196	10.4%	11	3.8%	3	0.0%	0	5.6%	1	6.5%	4	4.6%	1	12.1%	6	3.9%	2	3.7%	1	3.8%	1	8.9%	10
Taxi	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.6%	1
Train	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	19	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	11.1%	4	0.8%	1
(Don't travel - goods delivered)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2073		104		87		28		19		63		32		47		57		26		36		109
Sample:		2035		91		95		81		86		90		95		96		93		91		90		91

MeanScore: time taken (minutes)

Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?
Excluding those who last did their main food shopping via the Internet Q01:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
1 - 5 minutes	38.9%	806	21.8%	23	38.6%	33	20.7%	6	16.6%	3	49.9%	31	48.1%	15	50.8%	24	35.3%	20	13.4%	3	31.1%	11	50.9%	56
6 - 10 minutes	32.1%	666	39.7%	41	36.3%	31	47.7%	13	61.2%	12	31.9%	20	26.6%	8	28.4%	13	32.8%	19	28.2%	7	24.6%	9	38.5%	42
11 - 15 minutes	14.8%	307	14.6%	15	10.9%	9	19.8%	6	12.4%	2	11.6%	7	11.5%	4	9.2%	4	17.2%	10	34.4%	9	33.1%	12	5.6%	6
16 - 20 minutes	6.9%	143	14.9%	15	7.3%	6	8.2%	2	6.3%	1	1.8%	1	4.9%	2	9.8%	5	2.8%	2	15.9%	4	5.5%	2	4.4%	5
21 - 25 minutes	1.8%	37	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	2.2%	1	0.8%	0	0.0%	0	0.0%	0
26 - 30 minutes	1.8%	36	2.5%	3	6.1%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	7.4%	4	1.3%	0	3.5%	1	0.0%	0
31 - 35 minutes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
36 - 40 minutes	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.5%	0	3.2%	1	0.0%	0	0.0%	0
41 - 45 minutes	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
46 - 50 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
61+ minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	51	6.6%	7	0.9%	1	2.2%	1	2.1%	0	1.4%	1	0.0%	0	0.6%	0	1.1%	1	2.9%	1	0.8%	0	0.0%	0
(Refused)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*10.08*		*11.22*		*10.26*		*11.27*		*10.03*		*8.68*		*9.57*		*8.41*		*10.91*		*13.71*		*11.53*		*7.66*
Weighted base:		2073		104		87		28		19		63		32		47		57		26		36		109
Sample:		2035		91		95		81		86		90		95		96		93		91		90		91

MeanScore: £

Q09 How much on average does your household normally spend on main food and grocery shopping in a week?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	0	0.0%	0	1.1%	1
£11 - £15	0.9%	19	5.3%	6	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£16 - £20	2.3%	50	1.9%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.1%	1	1.7%	0	0.0%	0	2.9%	3
£21 - £25	1.4%	32	5.9%	7	0.8%	1	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
£26 - £30	2.6%	57	4.6%	5	0.0%	0	6.3%	2	0.6%	0	1.3%	1	2.5%	1	3.1%	2	1.0%	1	0.0%	0	0.7%	0	1.3%	2
£31 - £35	1.2%	26	0.0%	0	1.2%	1	1.7%	1	1.1%	0	1.3%	1	7.9%	3	1.8%	1	0.5%	0	0.7%	0	1.4%	1	1.3%	2
£36 - £40	4.1%	91	0.0%	0	5.8%	5	3.0%	1	5.5%	1	6.3%	4	3.2%	1	6.7%	3	1.2%	1	1.2%	0	5.2%	2	8.4%	10
£41 - £45	2.3%	51	1.6%	2	5.8%	5	10.2%	4	1.1%	0	4.0%	3	5.4%	2	1.7%	1	0.5%	0	4.3%	1	0.0%	0	1.1%	1
£46 - £50	8.1%	179	5.1%	6	1.7%	2	5.2%	2	9.4%	2	7.2%	5	12.6%	4	3.7%	2	3.3%	2	8.8%	3	3.8%	2	6.6%	8
£51 - £55	1.5%	33	0.6%	1	0.0%	0	0.0%	0	1.5%	0	2.7%	2	2.6%	1	2.3%	1	3.1%	2	2.4%	1	0.7%	0	0.5%	1
£56 - £60	6.6%	146	8.6%	10	3.1%	3	2.7%	1	4.0%	1	3.9%	3	7.4%	3	9.5%	5	4.2%	3	5.2%	1	5.7%	3	3.2%	4
£61 - £65	1.6%	34	0.6%	1	5.4%	5	0.0%	0	1.1%	0	1.5%	1	4.2%	1	1.8%	1	1.0%	1	2.1%	1	1.4%	1	0.0%	0
£66 - £70	7.2%	159	1.3%	1	6.7%	6	8.4%	3	7.5%	2	8.0%	6	3.6%	1	3.0%	1	12.8%	8	1.7%	0	9.9%	4	6.7%	8
£71 - £75	2.5%	56	3.4%	4	0.9%	1	1.7%	1	6.5%	2	4.0%	3	1.7%	1	2.6%	1	6.0%	4	3.1%	1	1.5%	1	8.9%	11
£76 - £80	6.0%	133	7.6%	8	7.6%	7	11.3%	4	4.8%	1	6.2%	4	4.6%	2	5.4%	3	3.2%	2	10.0%	3	14.4%	6	10.3%	12
£81 - £85	0.8%	17	0.5%	1	0.0%	0	0.5%	0	0.0%	0	2.7%	2	0.0%	0	6.7%	3	1.9%	1	2.2%	1	1.0%	0	1.3%	2
£86 - £90	2.6%	57	4.3%	5	3.1%	3	5.0%	2	3.9%	1	2.0%	1	1.3%	0	1.8%	1	3.1%	2	5.0%	1	0.7%	0	2.2%	3
£91 - £95	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1
£96 - £100	16.4%	363	18.8%	21	19.4%	18	13.9%	5	23.8%	6	6.7%	5	10.9%	4	24.5%	12	14.4%	9	12.3%	3	23.6%	10	9.5%	11
£101 - £120	6.0%	131	3.4%	4	4.4%	4	5.1%	2	1.1%	0	6.9%	5	2.6%	1	3.2%	2	6.3%	4	4.6%	1	6.5%	3	4.4%	5
£121 - £140	3.6%	80	11.5%	13	16.0%	15	4.9%	2	1.3%	0	0.6%	0	4.1%	1	0.6%	0	1.6%	1	7.5%	2	2.4%	1	3.0%	4
£141 - £160	4.1%	91	4.9%	5	2.8%	3	7.5%	3	13.5%	3	7.6%	5	3.0%	1	1.4%	1	6.4%	4	8.7%	2	6.5%	3	9.2%	11
£161 - £180	1.0%	22	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	0	2.4%	1	0.0%	0	0.0%	0	1.7%	1	6.2%	7
£181 - £200	1.4%	32	1.4%	2	0.9%	1	0.0%	0	3.4%	1	1.6%	1	8.8%	3	1.2%	1	2.1%	1	0.0%	0	0.0%	0	1.1%	1
£201 - £250	0.5%	10	0.0%	0	0.4%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	3
£250+	0.5%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	2.4%	1	2.9%	1	0.0%	0
(Don't know)	10.2%	225	8.2%	9	10.0%	9	4.7%	2	7.5%	2	17.8%	13	6.3%	2	6.9%	3	6.7%	4	11.4%	3	5.9%	3	7.1%	8
(Refused)	4.0%	89	0.0%	0	0.4%	0	1.7%	1	1.1%	0	1.3%	1	4.1%	1	2.0%	1	14.7%	9	4.0%	1	4.0%	2	0.6%	1
Mean:		*83.12*		*83.00*		*90.47*		*76.97*		*92.85*		*81.82*		*83.73*		*100.99*		*88.26*		*93.95*		*95.89*		*92.23*
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

Q10 When you go main food shopping is your trip linked with any other activity?
Excluding those who last did their main food shopping via the Internet Q01:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes – getting petrol	2.9%	59	3.2%	3	2.8%	2	2.4%	1	15.5%	3	1.0%	1	1.8%	1	10.2%	5	6.9%	4	1.9%	0	4.3%	2	5.0%	5
Yes – leisure activity	2.6%	54	0.0%	0	0.5%	0	0.7%	0	1.0%	0	0.7%	0	1.7%	1	0.0%	0	0.8%	0	1.9%	0	3.8%	1	2.6%	3
Yes – non-food shopping	7.7%	159	3.5%	4	0.9%	1	8.2%	2	10.1%	2	12.4%	8	16.3%	5	0.6%	0	4.4%	3	3.1%	1	6.7%	2	3.5%	4
Yes – other food shopping	1.9%	39	0.0%	0	0.0%	0	0.7%	0	4.2%	1	4.4%	3	2.0%	1	2.7%	1	1.3%	1	3.4%	1	0.8%	0	4.4%	5
Yes – travelling to / from school / college / university	1.1%	23	2.0%	2	5.6%	5	0.0%	0	0.7%	0	0.7%	0	0.0%	0	2.5%	1	0.6%	0	3.2%	1	0.0%	0	0.0%	0
Yes – travelling to / from work	4.5%	93	3.0%	3	0.9%	1	1.5%	0	2.4%	0	2.5%	2	0.7%	0	6.4%	3	1.9%	1	1.9%	0	5.8%	2	2.4%	3
Yes – visiting café / pub / restaurant	3.5%	73	3.2%	3	5.6%	5	2.2%	1	1.4%	0	1.5%	1	9.2%	3	2.1%	1	3.7%	2	2.6%	1	1.7%	1	1.4%	2
Yes – visiting family / friends	1.3%	26	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	3.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1
Yes – visiting health service such as doctor, dentist, hospital	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	1.4%	28	0.7%	1	0.0%	0	0.7%	0	1.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Yes – visiting services such as banks and other financial institutions	1.9%	39	1.0%	1	0.0%	0	0.0%	0	0.7%	0	0.7%	0	3.0%	1	0.8%	0	3.5%	2	1.1%	0	0.0%	0	0.0%	0
Yes – visiting the car wash	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0
Yes - window shopping / browsing / strolling	0.7%	15	0.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Yes - dog walking	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.4%	9	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	67.3%	1395	77.0%	80	76.7%	66	80.0%	22	57.5%	11	70.0%	44	58.9%	19	74.0%	35	74.0%	42	78.7%	20	75.1%	27	79.5%	87
(Don't know / varies)	2.2%	46	6.1%	6	5.2%	4	3.6%	1	1.0%	0	5.2%	3	1.1%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.6%	1
Weighted base:		2073		104		87		28		19		63		32		47		57		26		36		109
Sample:		2035		91		95		81		86		90		95		96		93		91		90		91

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q11 Where do you do this linked trip?																								
Those who link their main food shopping trip with non-food shopping, other food shopping or visiting services at Q10: AND Excl. Nulls & SFT																								
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.5%	1	0.0%	0	50.1%	0	32.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.1%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	3.7%	9	77.8%	4	0.0%	0	56.5%	1	6.4%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	1	10.2%	0	0.0%	0	0.0%	0
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.2%	0	0.0%	0	50.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	23.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	4.2%	10	0.0%	0	0.0%	0	0.0%	0	23.7%	1	83.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	84.9%	2	5.9%	0	79.6%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.0%	4	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	1	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	0	10.3%	1
Others, Zone 11	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	7.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.1%	1	81.9%	7
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	6.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	4.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	4.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	0	0.0%	0
Others, Zone 18	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	1.9%	5	0.0%	0	0.0%	0	0.0%	0	37.4%	1	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	9.4%	0	4.1%	0	44.7%	3	0.0%	0	0.0%	0	0.0%	0	11.7%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	5.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	6.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	7.8%	18	10.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.2%	1	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		234		5		1		3		3		11		7		2		5		2		3		9
Sample:		252		6		2		9		19		10		15		6		12		9		8		9

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	65.1%	1439	55.2%	61	53.9%	49	59.6%	22	65.0%	15	61.7%	44	52.5%	18	74.4%	37	57.9%	35	69.9%	20	65.0%	28	55.9%	67
No	34.9%	771	44.8%	50	46.1%	42	40.4%	15	35.0%	8	38.3%	27	47.5%	16	25.6%	13	42.1%	25	30.1%	9	35.0%	15	44.1%	53
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

Q13 Where did you last undertake your 'top up' shopping?
Those who do top-up shopping at Q12: AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Iceland, The Parade, Watford, WD17 1NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford, WD17 2TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watford Town Centre	2.0%	28	31.1%	18	18.1%	9	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Watford, WD17 2DH	0.2%	2	1.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, Ascot Road, Watford, WD18 8AA	0.8%	11	11.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4	1.0%	0	1.4%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Albert Road South, Watford, WD17 1PE	0.2%	3	4.5%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Colnhurst Road, Langley, Watford, WD17 4BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Watford, WD17 2BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whippendell Road, Watford, WD18 7NB	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lower High Street, Watford, WD17 2BD	0.8%	11	17.2%	10	0.8%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 1	0.1%	2	2.1%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Co-op, St. Albans Road, Watford, WD24 4AE	0.2%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Odhams Industrial Estate, St Albans Road, Watford, WD24 7RT	0.4%	5	0.0%	0	8.7%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Co-op, Abbotswood Park, Leavesden, Watford, WD25 7LS	0.3%	4	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Co-op, The Gossamers, Garston, Watford, WD25 9AD	0.1%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cow Lane, Watford, WD25 9JS	1.4%	19	6.9%	4	26.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Albans	0.4%	5	0.9%	1	10.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road, Watford, WD24 4AU																								
Waitrose, Dome Roundabout, St. Albans Road, Watford, WD24 7RU	0.2%	3	2.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 2	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Tesco Express (Esso), High Road, Bushey Heath, Bushey, WD23 1EL	0.4%	5	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.9%	1
Tesco Express, Harcourt Road, Bushey, Watford, WD23 3PP	0.4%	5	1.2%	1	0.0%	0	23.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 3	0.3%	4	0.9%	1	0.0%	0	19.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Tesco Express, Watling Street, Radlett, WD7 7LA	0.4%	5	0.0%	0	0.0%	0	2.0%	0	23.2%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Watling Street, Radlett	0.3%	4	0.0%	0	0.0%	0	0.0%	0	27.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Radlett Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.3%	5	0.0%	0	1.1%	1	0.0%	0	11.0%	2	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Sainsbury's Superstore, Shenley Road, Borehamwood, WD6 1AA	0.3%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Station), Allum Lane, Elstree, Borehamwood, WD6 3LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Road, Borehamwood, WD6 4EB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Organ Hall Road, Borehamwood, WD6 4TH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Shenley Road, Borehamwood, WD6 1AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood, WD6 4PR	0.6%	9	0.0%	0	0.0%	0	1.0%	0	0.9%	0	10.6%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood,	0.7%	9	0.0%	0	0.0%	0	10.0%	2	6.2%	1	14.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
WD6 4PR																								
Morrisons, Stirling Way, Borehamwood, WD6 2RN	0.7%	10	0.0%	0	0.0%	0	1.0%	0	0.9%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	0.8%	11	0.0%	0	0.0%	0	0.0%	0	3.5%	1	16.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 5	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar, EN6 3AZ	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Potters Bar	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, South Mimms Services, M25 Motorway, Junction 23, Potters Bar, EN6 3QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Iceland, High Street, Rickmansworth, WD3 1AJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	13.3%	3	0.0%	0	0.0%	0
Co-op, New Road, Croxley Green, WD3 3ER	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	7	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Local shops, Rickmansworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.9%	0	2.9%	1	0.0%	0	0.0%	0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth, WD3 8DS	0.7%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Rickmansworth, WD3 1BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	9	1.0%	0	5.2%	1	0.0%	0	0.0%	0
Waitrose, Homestead Road, Rickmansworth, WD3 1FX	0.4%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	19.3%	4	0.0%	0	0.0%	0
Other stores, Zone 7	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	4	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Zone 8																								
Waitrose, Green Lane, Northwood, HA6 2XW	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	10	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Andrews Road, South Oxey, Watford, WD19 7AD	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	5	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, The Parade, Carpenders Park, Watford, WD19 5BL	0.7%	9	1.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	23.1%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, South Oxhey, Watford, WD19 6EG	0.6%	8	4.5%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	14.3%	5	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth, WD3 4DF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Co-op, Lower Road, Chorleywood, Rickmansworth, WD3 5LH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	7	0.0%	0	0.0%	0
Other stores, Zone 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0
Zone 10																								
Tesco Express, College Road, Abbots Langley, WD5 0BT	0.7%	9	0.0%	0	12.2%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	3	0.0%	0
Budgens, High Street, Abbots Langley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	5	0.0%	0
Other stores, Zone 10	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	11	0.0%	0
Zone 11																								
Marks & Spencer, Marlowes, Hemel Hempstead, HP1 1BL	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5
Aldi, London Road, Hemel Hempstead, HP3 9AA	0.3%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Aldi, Redbourn Road, Hemel Hempstead, HP2 7BA	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Hillfield Road, Hemel Hempstead, HP2 4AA	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	4.9%	3
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead, HP2 7BA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, Bellgate, Highfield, Hemel Hempstead, HP2 5SB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Co-op, The Heights, Hemel Hempstead, HP2 5NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead, HP2 4EW	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Iceland, Hillfield Road, Hemel Hempstead, HP2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
4AB																								
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead, HP2 4TZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead, HP3 9QZ	0.6%	8	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	7.7%	2	6.2%	4
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead, HP2 7QH	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Tesco Express, Fletcher Way, Hemel Hempstead, HP2 5SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead, HP3 8AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, The Marlowes, Hemel Hempstead, HP1 1DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Superstore, Jarman Way, Hemel Hempstead, HP2 4JS	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	21.6%	14
Other stores, Zone 11	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	14.1%	9
Zone 12																								
Co-op, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead, HP2 6BJ	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	8
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other stores, Zone 12	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Zone 13																								
Waitrose, St John's Well Lane, Berkhamsted, HP4 1HS	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Berkhamstead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Northchurch, Berkhamsted, HP4 3QR	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Berkhamsted, HP4 3AP	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, St John's Well Court, Berkhamsted, HP4 1HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Co-op, Silk Mill Way, Tring, HP23 5EP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Dolphin Square, Tring	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 14	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Morrisons, Trident Point, Harrow, HA1 4BB	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Field End Road, Eastcote, HA5 1QH	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Eastcote, Pinner, HA5 2ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harefield, Uxbridge, UB9 6BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Orbital Road, Denham, Uxbridge, UB9 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridge Street, Pinner, HA5 3HZ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bishops Walk, Pinner, HA5 5QQ	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Ruislip, HA4 8JB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Bury Street, Ruislip, HA4 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End, HA5 4QT	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Harrow	4.2%	59	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Eastcote Tube Station, Field End Road, Eastcote, HA5 1RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Ruislip, HA4 7AS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barters Walk, Pinner, HA5 5LU	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Joel Street, Northwood Hills,	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pinner, HA5 2PA																								
Tesco Express, Fieldend Road, Eastcote, HA5 1QL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravel Hill, Chalfont St. Peter, Gerrards Cross, SL9 0NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ruislip, HA4 8LR	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Park Way, Ruislip, HA4 8NR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hatch End, Pinner, HA5 4JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG	2.7%	37	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip, HA4 7DS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 15	3.3%	46	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.8%	1	0.0%	0	1.9%	1	0.0%	0
Zone 16																								
Waitrose, The Backs, Chesham, HP5 1DR	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Elgiva Lane, Chesham, HP5 2YA	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 16	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Co-op, Manor Road, Caddington, Luton, LU1 4EE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunstable	0.9%	13	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Leighton Buzzard (Zone 17)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 17	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Co-op, Cell Barnes Lane, St. Albans, AL1 5PX	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Redbourn, St. Albans, AL3 7LN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Street, How Wood, St. Albans, AL2	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
2RA																								
Co-op, Watford Road, St. Albans, AL2 3EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, St. Albans, AL1 3TG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Verluam Road, St. Albans, AL3 4DP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Watling Street, St. Albans, AL2 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Peter's Street, St. Albans, AL1 3DP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hatfield Road, St. Albans, AL1 4SU	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Marshalswick Lane, St. Albans, AL1 4UZ	0.5%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Everard Close, St. Albans, AL1 2QU	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Beech Road, St. Albans, AL3 5AS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hatfield Road, St. Albans, AL1 4JL	0.3%	4	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Luton Road, Harpenden, AL5 3BB	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Bredlades Place, Jersey Farm Estate, St Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans, AL4 9RG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, St. Peters Street, St. Albans, AL1 3EB	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ermine Close, Mayne Avenue, St. Albans, AL3 4JZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Albans City Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 18	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Co-op, Bradmore Green, Brookmans Park, Hatfield, AL9 7QR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Haseldine Road, London Colney, St. Albans, AL2 1RR	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnet Road, London Colney, St. Albans, AL2 1AB	0.2%	3	0.0%	0	0.0%	0	1.4%	0	1.2%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colney Fields Shopping Park, London Colney, AL2 1AB	0.4%	6	0.0%	0	0.0%	0	0.0%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, London Colney, AL2 1JQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 19	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Asda, High Street, Wealdstone, HA3 7AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Barnet, EN5 5XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Edgware, HA8 7LH	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore, HA7 4HB	0.7%	9	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Wealdstone, HA3 7HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BQ	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Broadway, Stanmore, HA7 4DA	2.0%	27	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannons Corner, Stone Grove, Edgware, HA8 8AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Glengall Road, Edgware, HA8 8TE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hale Lane, Edgware, HA8 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Barnet, EN5 5SJ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mill Hill, Broadway, NW7 3DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mollison Way, Edgware, HA8 5QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Burnt Oak Broadway, Edgware, HA8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
0BE																								
Waitrose, The Spires Shopping Centre, High Street, Barnet	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 20	2.8%	38	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheathampstead Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Shoplands Parade, Knightsfield, Welwyn Garden City, AL8 7RH	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Luton Airport, Luton, LU2 9LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Welwyn, AL6 9EQ	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eaton Green Road, Luton, LU2 9HD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Aldi, Church Street, Dunstable, LU5 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairlands Way, Stevenage, SG1 1FZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsbury Road, Kingsbury, NW9 9HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Luton, LU1 1HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Parkhouse Court, Hatfield, AL10 9RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Scott Road, Luton, LU3 3BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Retail Park,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
South Ruislip, HA4 0AJ																								
Aldi, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Capitol Way, off Edgware Road, Colindale, NW9 0AS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Monkswood Way, Stevenage, SG1 1LA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Town Centre, Hatfield, AL10 0JP	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Biscot Road, Luton, LU3 1AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadwater Crescent, Stevenage, SG2 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cole Green Lane, Welwyn Garden City, AL7 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, College Lane, Hatfield, AL10 9AB	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Grove, Ludwick, Welwyn Garden City, AL7 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Homestead Road, Birchwood, Hatfield, AL10 0QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Knebworth, SG3 6EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Whipperly Ring, Luton, LU1 5RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roe Green Centre, Bishops Rise, Hatfield, AL10 9HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southdown Road, Harpenden, AL5 1PU	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Hyde, Shephall, Stevenage, SG2 9SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wigmore Lane, Luton, LU2 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fretherne Road, Welwyn Garden City, AL8 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Luton, LU1 3JX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Town Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hatfield, AL10 0JW																								
Lidl, Francis Street, Luton, LU1 1HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Road, Luton, LU3 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moors Walk, Panshanger, Welwyn Garden City, AL7 2BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bancroft, Hitchin, SG5 1LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Church Green Parade, Harpenden, AL5 2TW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer (BP), Luton Road, Townsend, Harpenden, AL5 2UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Edgware Road, Colindale, NW9 0AS	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Aylesbury	1.0%	13	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Charcot Road, Colindale, NW9 5WU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahame Park, Colindale, NW9 5ZN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Church Road, Welwyn Garden City, AL8 6SA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Harpenden, AL5 2RU	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hitchin Road, Stevenage, SG1 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Long Drive, Ruislip	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Magpie Crescent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stevenage, SG2 7DU																								
Sainsbury's Superstore, Nash Way, Kenton, Harrow, HA3 0JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Quantock Rise, Luton LU3 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chenies Parade, Chalfont Station Road, Little Chalfont, HP7 9PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Stevenage, SG1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hitchin Station, Hitchin, SG4 9SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Harrow, HA3 8RQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mobbsbury Way, Stevenage, SG2 0LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moors Walk, Welwyn Garden City, AL7 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield, AL9 5JY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Forum, Stevenage, SG1 1ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Luton Mall, Luton, LU1 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadwater Retail Park, London Road, Stevenage, SG2 8DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
6UN																								
Waitrose, High Street, Stevenage, SG1 3EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Leyton Road, Harpenden, AL5 2TJ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Gerrards Cross, SL9 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sycamore Road, Amersham, HP6 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, outside study area	6.3%	87	1.8%	1	0.0%	0	11.4%	2	0.0%	0	4.4%	2	4.6%	1	0.8%	0	1.0%	0	0.0%	0	1.2%	0	0.9%	1
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1392		58		48		20		15		43		18		36		33		19		28		67
Sample:		1367		50		59		62		64		66		54		64		58		65		62		67

MeanScore: visits per week

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?
Those who do top-up shopping at Q12:

Daily	6.3%	90	2.6%	2	1.9%	1	17.5%	4	18.3%	3	16.2%	7	10.3%	2	4.5%	2	4.6%	2	2.4%	0	5.2%	1	1.3%	1
At least two times a week	37.1%	534	33.1%	20	39.6%	19	45.3%	10	40.0%	6	29.7%	13	44.6%	8	49.2%	18	68.5%	24	53.5%	11	40.6%	12	35.5%	24
At least once a week	39.5%	569	47.7%	29	41.1%	20	26.9%	6	35.5%	5	34.4%	15	25.4%	5	37.2%	14	26.0%	9	29.3%	6	28.3%	8	47.5%	32
At least once a fortnight	8.7%	126	9.8%	6	3.3%	2	3.8%	1	3.9%	1	8.6%	4	7.6%	1	5.9%	2	0.9%	0	2.4%	0	13.3%	4	3.9%	3
At least once a month	2.2%	32	2.0%	1	0.0%	0	3.8%	1	1.5%	0	3.6%	2	1.2%	0	1.5%	1	0.0%	0	6.1%	1	3.3%	1	1.9%	1
At least every two months	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.9%	1
Less often	1.2%	17	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.9%	3
Have only visited once	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.3%	61	4.8%	3	13.2%	6	2.8%	1	0.0%	0	7.5%	3	10.9%	2	1.6%	1	0.0%	0	4.0%	1	9.3%	3	3.9%	3
Mean:		*2.48*		*2.14*		*2.47*		*3.43*		*3.26*		*2.94*		*3.14*		*2.73*		*3.33*		*2.74*		*2.59*		*2.10*
Weighted base:		1439		61		49		22		15		44		18		37		35		20		28		67
Sample:		1417		53		62		66		64		67		56		68		60		67		64		67

MeanScore: £

Q15 How much on average does your household normally spend on top up shopping in a week?
Those who do top-up shopping at Q12:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
£1 - £5	13.4%	193	25.5%	16	15.1%	7	2.8%	1	11.3%	2	11.0%	5	16.3%	3	4.7%	2	2.7%	1	10.5%	2	8.0%	2	21.2%	14
£6 - £10	24.4%	351	23.6%	14	27.5%	13	15.7%	3	15.7%	2	29.9%	13	20.4%	4	24.0%	9	46.2%	16	22.9%	5	36.5%	10	21.0%	14
£11 - £15	13.8%	199	6.3%	4	16.7%	8	18.0%	4	9.6%	1	10.0%	4	13.0%	2	16.3%	6	6.1%	2	14.7%	3	9.8%	3	12.7%	8
£16 - £20	16.5%	237	19.5%	12	13.1%	6	9.0%	2	23.3%	4	10.5%	5	30.7%	6	18.9%	7	7.9%	3	17.5%	3	10.3%	3	16.7%	11
£21 - £25	4.6%	67	4.2%	3	8.1%	4	15.4%	3	2.1%	0	8.2%	4	1.7%	0	2.7%	1	2.8%	1	4.4%	1	8.2%	2	14.8%	10
£26 - £30	7.2%	103	6.8%	4	11.6%	6	11.3%	2	18.3%	3	4.3%	2	0.0%	0	8.5%	3	7.4%	3	6.5%	1	6.0%	2	5.9%	4
£31 - £35	1.1%	16	2.2%	1	0.0%	0	1.9%	0	4.4%	1	4.3%	2	0.0%	0	1.1%	0	0.9%	0	0.0%	0	1.1%	0	0.0%	0
£36 - £40	2.4%	34	0.9%	1	1.6%	1	3.8%	1	2.1%	0	2.1%	1	2.4%	0	3.4%	1	3.3%	1	0.0%	0	3.0%	1	2.0%	1
£41 - £45	0.3%	4	1.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
£46 - £50	2.0%	28	4.2%	3	0.8%	0	4.7%	1	1.8%	0	4.3%	2	0.0%	0	9.8%	4	3.3%	1	0.0%	0	1.1%	0	0.0%	0
£51 - £55	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.8%	0	0.9%	0	0.0%	0	1.5%	0	1.0%	1
£61 - £65	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.1%	1	0.0%	0	0.0%	0	1.3%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.5%	0	0.0%	0
£71 - £75	0.3%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
£76 - £80	0.2%	3	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.3%	4	0.9%	1	0.0%	0	1.3%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	1.5%	0	0.0%	0
(Don't know)	7.9%	114	4.0%	2	5.4%	3	7.4%	2	8.8%	1	13.1%	6	5.7%	1	2.4%	1	5.5%	2	10.4%	2	5.9%	2	3.9%	3
(Refused)	3.2%	46	0.0%	0	0.0%	0	1.9%	0	0.0%	0	1.0%	0	4.9%	1	3.4%	1	10.3%	4	2.4%	0	4.0%	1	0.0%	0
Mean:		*18.74*		*16.75*		*15.84*		*26.55*		*21.65*		*18.96*		*16.85*		*23.56*		*17.68*		*27.24*		*21.37*		*16.41*
Weighted base:		1439		61		49		22		15		44		18		37		35		20		28		67
Sample:		1417		53		62		66		64		67		56		68		60		67		64		67

Q16 Excluding Christmas shopping, where did you last buy clothing or footwear goods?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.0%	17	8.9%	8	0.7%	0	4.0%	1	0.8%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Watford Town Centre	24.6%	407	81.9%	72	80.8%	50	68.7%	14	27.1%	4	26.6%	16	0.8%	0	64.1%	27	81.5%	37	59.6%	13	55.7%	20	13.8%	14
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	2.1%	35	0.0%	0	0.7%	0	2.4%	0	3.5%	1	27.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	10.5%	2	0.9%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	10.0%	166	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.7%	0	1.4%	0	0.7%	0	3.6%	2	1.9%	0	12.9%	5	71.9%	74
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.8%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	1
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.9%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	5.3%	88	1.7%	2	1.3%	1	0.0%	0	2.4%	0	2.3%	1	3.4%	1	0.7%	0	0.0%	0	0.0%	0	4.2%	1	5.3%	5
Others, Zone 18	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	3.3%	54	0.0%	0	0.6%	0	7.0%	1	21.2%	4	12.2%	8	17.9%	5	1.4%	1	0.0%	0	2.2%	0	2.7%	1	2.6%	3
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	2.7%	44	0.0%	0	0.0%	0	1.9%	0	19.2%	3	7.9%	5	27.7%	8	0.7%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	1.5%	25	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Brent Cross Shopping	2.7%	44	0.0%	0	2.2%	1	1.0%	0	8.2%	1	7.3%	4	1.4%	0	0.7%	0	1.9%	1	0.9%	0	3.3%	1	0.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	7.2%	120	5.0%	4	0.0%	0	7.0%	1	4.8%	1	1.5%	1	3.7%	1	5.2%	2	2.1%	1	7.6%	2	0.0%	0	0.6%	1
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	2
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mill Hill Local Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	5.7%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Stevenage Town Centre	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	1.7%	28	0.0%	0	7.3%	4	0.0%	0	0.8%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	3.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.3%	1	3.8%	1	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	4.5%	75	0.6%	1	0.0%	0	2.0%	0	3.8%	1	0.0%	0	17.7%	5	0.0%	0	1.0%	0	0.0%	0	0.9%	0	0.0%	0
Others, outside study area	3.8%	62	0.6%	1	1.5%	1	4.0%	1	0.8%	0	0.0%	0	1.4%	0	2.1%	1	0.0%	0	5.7%	1	0.9%	0	0.6%	1
Others																								
Abroad	0.7%	12	0.6%	1	0.6%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1659		88		61		20		16		62		30		42		45		22		36		103
Sample:		1702		80		77		69		71		83		84		82		78		79		77		81

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
MeanScore: visits per year																								
Q17 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)? *Those who buy clothing or footwear goods (excluding via the Internet) at Q16:*																								
Daily	0.2%	4	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.1%	19	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.9%	0	0.0%	0	0.9%	0	0.0%	0	7.1%	7
At least once a week	4.5%	77	4.6%	4	0.6%	0	3.9%	1	1.3%	0	5.9%	4	3.2%	1	2.0%	1	4.9%	2	2.1%	0	6.1%	2	0.6%	1
At least once a fortnight	8.5%	145	3.3%	3	16.9%	11	6.2%	1	8.9%	1	5.2%	3	1.5%	0	7.2%	3	7.2%	3	4.4%	1	4.9%	2	17.7%	18
At least once a month	21.4%	366	20.0%	19	12.6%	8	40.2%	8	32.2%	5	27.8%	17	22.5%	7	32.2%	14	34.9%	16	19.8%	5	35.3%	13	15.2%	16
At least every two months	13.6%	233	14.1%	13	13.4%	8	2.9%	1	14.4%	2	25.2%	16	22.4%	7	13.0%	6	8.4%	4	19.0%	4	17.9%	7	15.2%	16
At least every 3 months	16.5%	282	18.3%	17	13.4%	8	12.4%	3	19.7%	3	15.4%	10	15.6%	5	6.4%	3	17.3%	8	19.0%	4	10.8%	4	9.5%	10
At least every 6 months	16.7%	285	15.0%	14	6.4%	4	6.7%	1	12.4%	2	9.9%	6	19.6%	6	26.8%	12	9.9%	4	17.4%	4	8.7%	3	20.1%	21
Less often than once every 6 months	6.1%	104	4.2%	4	5.3%	3	4.2%	1	5.4%	1	2.2%	1	2.6%	1	4.8%	2	2.7%	1	4.7%	1	2.9%	1	3.4%	3
Have only visited once	1.3%	23	1.1%	1	7.8%	5	1.0%	0	0.8%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.9%	0	5.2%	2	0.0%	0
(Don't know / varies)	10.2%	175	18.8%	18	23.7%	15	18.7%	4	4.9%	1	2.9%	2	11.9%	4	6.1%	3	14.1%	6	11.8%	3	8.1%	3	11.2%	12
Mean:		*13.47*		*10.72*		*10.15*		*28.85*		*9.28*		*22.17*		*8.07*		*10.91*		*14.68*		*10.00*		*11.33*		*26.28*
Weighted base:		1713		95		63		21		16		63		30		45		46		23		36		103
Sample:		1757		82		78		72		71		85		85		88		80		82		79		82
Q18 How do you normally travel to (LOCATION MENTIONED AT Q16)? *Those who buy clothing or footwear goods (excluding via the Internet or abroad) at Q16:*																								
Car / van (as driver)	67.9%	1156	40.2%	38	59.5%	37	79.0%	17	88.8%	14	68.1%	43	74.4%	22	81.2%	36	69.6%	32	83.3%	19	84.8%	30	76.3%	79
Car / van (as passenger)	7.2%	123	2.2%	2	10.3%	6	1.9%	0	2.7%	0	15.9%	10	16.4%	5	3.2%	1	1.8%	1	2.7%	1	6.9%	2	4.9%	5
Bus (including the busway or guided bus), minibus or coach	6.3%	108	1.6%	2	12.5%	8	6.1%	1	4.3%	1	5.4%	3	7.0%	2	3.5%	2	12.8%	6	1.7%	0	4.0%	1	4.4%	5
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Walk	7.4%	126	36.2%	34	10.6%	7	6.2%	1	0.0%	0	4.7%	3	1.5%	0	2.0%	1	0.7%	0	3.4%	1	0.9%	0	13.7%	14
Taxi	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	10.7%	5	0.0%	0	0.0%	0	0.6%	1
Train	6.0%	101	5.3%	5	0.0%	0	6.8%	1	4.1%	1	0.0%	0	0.7%	0	8.2%	4	3.4%	2	4.2%	1	0.0%	0	0.0%	0
Metro	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	16	8.4%	8	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube / Underground	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	35	6.2%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	2.0%	1	0.9%	0	1.7%	0	3.5%	1	0.0%	0
Weighted base:		1701		94		63		21		16		63		30		45		46		23		36		103
Sample:		1741		81		77		72		69		85		85		88		80		82		77		82

Q19 When you go shopping for clothing or footwear, do you link this trip with another activity?
Those who buy clothing or footwear goods (excluding via the Internet or abroad) at Q16:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes – food shopping	4.6%	78	0.0%	0	8.7%	5	5.8%	1	15.6%	3	3.2%	2	6.8%	2	4.6%	2	2.8%	1	6.2%	1	2.6%	1	3.2%	3
Yes – non-food shopping	9.0%	153	17.1%	16	2.6%	2	4.2%	1	4.4%	1	9.1%	6	10.2%	3	3.5%	2	5.8%	3	5.7%	1	5.1%	2	6.8%	7
Yes – visiting services such as banks and other financial institutions	1.8%	30	4.0%	4	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	0	9.0%	9
Yes – leisure activity	4.2%	72	0.6%	1	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.7%	0	1.3%	1	0.7%	0	0.9%	0	0.9%	0	0.6%	1
Yes – travelling to / from work	2.2%	37	2.2%	2	9.1%	6	1.0%	0	1.1%	0	5.5%	3	0.7%	0	1.3%	1	0.7%	0	6.7%	2	14.2%	5	0.0%	0
Yes – travelling to / from school / college / university	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	15.2%	259	20.7%	20	6.4%	4	11.9%	2	21.7%	4	16.2%	10	13.8%	4	23.6%	11	23.6%	11	11.2%	3	9.2%	3	16.3%	17
Yes – visiting family / friends	3.2%	54	3.1%	3	0.6%	0	0.0%	0	9.4%	2	9.2%	6	0.7%	0	9.9%	4	2.7%	1	3.6%	1	2.1%	1	0.6%	1
Yes – visiting health service such as doctor, dentist, hospital	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.9%	15	2.2%	2	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	1.0%	17	1.3%	1	0.6%	0	1.3%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	1.8%	0	2.6%	1	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	54.4%	925	34.5%	33	57.2%	36	70.9%	15	46.1%	7	54.5%	34	62.8%	19	50.6%	23	63.7%	29	60.0%	14	49.7%	18	61.0%	63
Yes - part of an overall day out	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	3.0%	51	14.4%	14	0.0%	0	4.9%	1	0.0%	0	1.5%	1	2.0%	1	1.3%	1	0.0%	0	1.8%	0	11.8%	4	2.5%	3
Weighted base:		1701		94		63		21		16		63		30		45		46		23		36		103
Sample:		1741		81		77		72		69		85		85		88		80		82		77		82

Q20 Excluding Christmas shopping, where did you last buy books, CDs, DVDs?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0
Watford Town Centre	13.6%	87	88.1%	29	51.2%	9	80.6%	7	12.3%	0	12.4%	2	0.0%	0	33.5%	3	59.8%	13	20.2%	2	31.0%	3	0.0%	0
Others, Zone 1	0.3%	2	3.1%	1	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.5%	3	1.6%	1	9.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.5%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	20.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.2%	7	0.0%	0	0.0%	0	2.5%	0	14.6%	0	26.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	0	0.0%	0	0.0%	0	2.5%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	5	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	4	0.0%	0	17.0%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	4	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	32.5%	3	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	4.6%	1
Others, Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	7.5%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	2	77.9%	22
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	3.0%	19	0.0%	0	28.9%	5	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.9%	32	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	2.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	9.1%	59	0.0%	0	0.0%	0	0.0%	0	32.8%	1	3.9%	1	4.8%	1	3.0%	0	0.0%	0	0.0%	0	12.0%	1	4.5%	1
Others, Zone 18	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	3.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	6.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	5.7%	36	3.1%	1	2.4%	0	2.5%	0	4.0%	0	17.1%	3	1.8%	0	5.8%	1	9.8%	2	14.9%	2	3.7%	0	3.1%	1
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	3.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	3.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	7.3%	1	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	3.5%	23	0.0%	0	8.0%	1	2.5%	0	0.0%	0	2.9%	0	0.0%	0	3.0%	0	2.9%	1	2.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.1%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		643		33		17		8		3		16		12		10		22		10		9		29
Sample:		679		34		25		24		17		27		30		26		36		36		26		29

Q21 Excluding Christmas shopping, where did you last buy small household goods such as home furnishings, jewellery, glass and china items?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.7%	8	4.1%	2	4.6%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.3%	4	0.0%	0	0.0%	0	8.3%	1	1.5%	0	1.5%	0	0.0%	0	2.3%	1	0.9%	0	0.0%	0	1.3%	0	0.0%	0
Watford Town Centre	23.6%	271	88.6%	44	62.1%	32	56.7%	8	28.4%	3	19.8%	6	16.3%	3	67.7%	17	67.7%	24	50.1%	6	40.4%	10	2.8%	2
Others, Zone 1	0.1%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.7%	8	0.0%	0	13.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.1%	1	1.0%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.1%	2	0.0%	0	0.8%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.5%	17	0.0%	0	0.0%	0	3.3%	0	2.0%	0	38.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	4.4%	51	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	19.0%	2	31.6%	8	23.8%	13
Others, Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	4.0%	46	1.0%	1	2.3%	1	1.3%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	48.8%	27
Others, Zone 12	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.9%	57	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	6.5%	74	2.4%	1	0.0%	0	5.5%	1	5.8%	1	5.7%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Others, Zone 18	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	1.3%	14	0.0%	0	0.0%	0	5.5%	1	10.3%	1	10.1%	3	9.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	1.0%	11	0.0%	0	0.0%	0	1.3%	0	18.0%	2	2.1%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	2.7%	31	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	2.2%	1	0.0%	0
Aylesbury Town Centre	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	1.7%	20	0.0%	0	3.8%	2	1.3%	0	2.8%	0	4.0%	1	1.4%	0	0.0%	0	0.9%	0	0.0%	0	1.8%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.0%	23	0.0%	0	0.0%	0	1.4%	0	2.4%	0	0.0%	0	8.6%	1	0.0%	0	3.9%	1	2.4%	0	1.8%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	1.4%	16	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	2.6%	30	1.7%	1	9.4%	5	0.0%	0	5.8%	1	3.1%	1	2.4%	0	6.3%	2	3.6%	1	0.0%	0	0.0%	0	14.6%	8
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	6.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.2%	1
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	7.4%	85	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	24.9%	4	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0
Others, outside study area	4.2%	48	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	2.9%	0	1.6%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.4%	16	0.0%	0	0.8%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1150		50		52		15		9		31		15		25		36		11		24		55
Sample:		1072		45		53		42		45		50		49		50		52		41		55		45

Q22 Excluding Christmas shopping, where did you last buy goods such as toys, games, bicycles and recreational goods?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.9%	7	1.4%	1	1.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	5.3%	42	29.5%	15	13.2%	7	13.3%	1	11.3%	1	0.0%	0	0.0%	0	10.4%	1	4.8%	1	6.2%	0	5.8%	1	6.3%	3
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	1.7%	13	2.4%	1	3.1%	2	13.3%	1	4.4%	0	0.0%	0	2.4%	0	8.4%	1	15.0%	4	0.0%	0	2.6%	0	0.0%	0
Watford Town Centre	20.5%	162	63.4%	33	78.8%	41	58.7%	5	45.8%	3	35.2%	9	3.2%	0	68.9%	10	58.0%	15	31.4%	2	55.7%	7	3.1%	1
Others, Zone 1	0.6%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.1%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.1%	1	0.0%	0	0.8%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.8%	15	0.0%	0	0.8%	0	0.0%	0	4.9%	0	38.2%	10	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	17.5%	1	2.4%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	1	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	5.7%	2
Others, Zone 11	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	7.2%	57	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	4.9%	1	2.7%	0	17.7%	2	76.6%	32
Others, Zone 12	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	6.2%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	4.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	4.5%	36	0.0%	0	0.0%	0	0.0%	0	2.6%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Others, Zone 18	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	14.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	1.0%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0
Aylesbury Town Centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	1.8%	14	0.0%	0	0.0%	0	0.0%	0	9.5%	1	3.6%	1	4.6%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.7%	22	0.0%	0	0.8%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	2.7%	0	0.0%	0	1.5%	1
Chalfont St. Giles Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Marlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	5.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	2.4%	19	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	5.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	3.7%	29	1.0%	1	0.0%	0	2.3%	0	0.0%	0	1.7%	0	2.4%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		789		52		52		9		7		27		9		14		26		8		13		42
Sample:		680		33		42		24		22		34		27		22		33		30		30		29

Q23 Excluding Christmas shopping, where did you last buy chemist goods (including health and beauty products)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.6%	11	7.8%	7	1.1%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Watford Town Centre	11.2%	215	80.1%	76	82.8%	63	41.2%	11	3.7%	1	1.8%	1	0.0%	0	29.4%	13	49.3%	26	10.3%	2	13.5%	4	0.0%	0
Others, Zone 1	0.3%	5	3.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.1%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.8%	16	3.7%	3	0.0%	0	42.8%	11	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.5%	10	0.0%	0	0.0%	0	0.8%	0	45.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	2.3%	44	0.0%	0	0.0%	0	4.6%	1	13.9%	3	68.2%	36	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.3%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	0	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	67.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.3%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	2.3%	43	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.5%	22	2.4%	1	46.4%	11	1.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	18.7%	10	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.3%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	33.7%	8	0.0%	0	0.0%	0
Elstree Village Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.9%	17	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.3%	17	0.0%	0
Kings Langley Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	9.4%	3	0.0%	0
Others, Zone 10	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.7%	3
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	5.6%	5
Others, Zone 11	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Zone 12																								
Grovehill Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	6.4%	123	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	0	7.0%	2	83.0%	81
Others, Zone 12	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	2.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Others, Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	2.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	7.0%	135	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	3.3%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	4.1%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	6.2%	118	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	0	0.6%	1
Others, Zone 18	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.9%	17	0.0%	0	1.1%	1	0.0%	0	1.4%	0	1.7%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Cuffley Village Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.7%	13	0.0%	0	1.8%	1	0.0%	0	12.8%	2	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	3.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	3.3%	62	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	0.7%	13	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.1%	39	0.0%	0	5.9%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	4.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	2.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.2%	22	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	2.1%	40	1.3%	1	0.5%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	0	1.0%	0	0.0%	0
Others																								
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1912		95		76		27		19		52		31		46		54		24		32		97
Sample:		1922		86		83		87		83		82		91		91		89		82		87		80

Q24 Excluding Christmas shopping, where did you last buy electrical items, such as televisions, washing machines and computers?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.7%	8	2.6%	2	3.7%	2	2.5%	0	6.0%	1	1.4%	0	0.0%	0	2.2%	1	0.8%	0	4.9%	1	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.7%	19	8.8%	6	7.5%	3	10.4%	2	2.3%	0	0.0%	0	1.0%	0	1.5%	0	3.1%	1	1.3%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	5.5%	63	36.6%	24	15.6%	7	16.5%	3	6.4%	1	8.9%	3	1.0%	0	11.7%	3	16.0%	6	15.6%	2	1.7%	0	0.0%	0
Watford Town Centre	25.2%	290	50.1%	33	54.6%	23	66.9%	11	38.2%	4	27.8%	9	1.5%	0	66.5%	18	67.1%	27	34.6%	5	31.7%	8	15.9%	8
Others, Zone 1	0.5%	5	1.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.6%	1	1.8%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.2%	2	0.0%	0	0.0%	0	1.2%	0	13.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.5%	6	0.0%	0	0.0%	0	1.3%	0	6.8%	1	1.5%	0	0.0%	0	1.1%	0	2.4%	1	1.8%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.3%	15	0.0%	0	0.0%	0	1.2%	0	10.0%	1	23.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.8%	9	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	28.5%	7	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.2%	1
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	7.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	4.8%	1	21.4%	6	59.8%	32
Others, Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	2.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	9.3%	2	20.1%	11
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	2.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	2.4%	27	0.0%	0	1.3%	1	0.0%	0	1.6%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.3%	3	0.0%	0	1.0%	0	0.0%	0	3.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.7%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	3.5%	41	0.0%	0	0.0%	0	0.0%	0	2.4%	0	4.4%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.7%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.8%	0	8.6%	1	1.7%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.4%	5	0.0%	0	11.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	6.3%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	3.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	6.8%	78	0.0%	0	0.0%	0	0.0%	0	4.8%	1	1.4%	0	17.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	4.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	6.5%	1	0.0%	0	1.3%	1
Others																								
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	1.4%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1152		66		43		16		11		32		21		27		40		16		26		53
Sample:		1192		56		54		53		45		57		53		57		61		59		69		48

Q25 Excluding Christmas shopping, where did you last buy DIY or gardening goods?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.3%	5	0.6%	1	1.6%	1	1.6%	0	3.2%	1	0.0%	0	0.0%	0	1.6%	1	3.8%	2	1.5%	0	1.1%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.3%	19	2.3%	2	7.8%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	12.2%	185	51.9%	46	50.8%	26	35.3%	9	26.0%	4	11.2%	5	0.0%	0	74.4%	27	60.2%	25	39.4%	9	9.4%	3	0.0%	0
Watford Town Centre	5.2%	79	28.8%	25	31.5%	16	33.5%	9	21.5%	4	3.9%	2	0.0%	0	9.3%	3	22.1%	9	5.1%	1	5.6%	2	0.8%	1
Others, Zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.1%	1	0.0%	0	0.0%	0	1.6%	0	1.6%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.2%	3	0.0%	0	0.0%	0	5.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.3%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.6%	25	0.0%	0	0.0%	0	0.0%	0	13.9%	2	30.8%	12	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	1.1%	17	0.0%	0	0.0%	0	9.7%	2	13.4%	2	16.1%	7	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	27.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	1.0%	0	1.2%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.5%	7	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	25.0%	6	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	9.0%	3	0.0%	0
Kings Langley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Others, Zone 10	0.4%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	9.4%	3	1.6%	1
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	6.7%	101	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.7%	0	37.3%	11	47.8%	38
Others, Zone 11	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	0	4.9%	4
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	3.4%	52	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.1%	0	10.9%	3	38.1%	31
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	3.5%	53	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	2.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	7.2%	2	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	2.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	4.7%	71	0.0%	0	1.5%	1	0.0%	0	1.9%	0	0.0%	0	8.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	7.1%	108	9.1%	8	0.0%	0	0.0%	0	6.7%	1	12.7%	5	4.6%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.8%	1
Others, Zone 18	0.6%	9	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.9%	2	4.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.2%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.5%	8	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1
Others, Zone 20	2.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.8%	1
Aylesbury Town Centre	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	1
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	1.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Luton Town Centre	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Mill Hill Local Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Stevenage Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	3.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.6%	39	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	11.8%	179	0.0%	0	1.6%	1	0.8%	0	1.9%	0	3.3%	1	7.5%	2	0.0%	0	0.0%	0	0.9%	0	5.8%	2	1.9%	2
Others																								
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1514		88		51		26		17		41		23		36		42		23		30		80
Sample:		1565		77		70		75		64		64		65		72		65		79		81		64

Q25AExcluding Christmas shopping, where did you last buy furniture, carpets and floor coverings?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	2.8%	31	2.4%	1	1.4%	1	12.4%	2	1.7%	0	1.4%	0	0.0%	0	5.9%	1	9.7%	3	5.6%	1	0.0%	0	4.5%	3
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.2%	13	6.2%	3	7.3%	3	2.0%	0	2.4%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	8.4%	93	19.6%	10	32.4%	12	23.6%	5	20.7%	2	16.1%	6	1.8%	0	30.4%	8	24.7%	7	15.0%	2	22.5%	6	22.1%	13
Watford Town Centre	18.0%	198	64.7%	33	38.3%	15	42.1%	8	37.2%	4	24.5%	8	20.7%	3	22.2%	6	53.4%	16	40.1%	6	32.7%	8	10.4%	6
Others, Zone 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.5%	6	5.1%	3	0.0%	0	15.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.7%	18	0.0%	0	0.0%	0	1.0%	0	6.7%	1	30.0%	10	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.3%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	4.6%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Kings Langley Village Centre	0.8%	9	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	3	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	3.0%	34	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	4	22.7%	13
Others, Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Hemel Hempstead Town Centre	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	9.9%	2	12.8%	7
Others, Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Zone 13																								
Berkhamsted Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	1.1%	1
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	8.0%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 17																								
Dunstable Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.6%	18	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	2.7%	29	0.0%	0	2.1%	1	0.0%	0	3.4%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.2%	0	1.1%	1
Others, Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.2%	3	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Brent Cross Shopping	1.9%	21	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.6%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.3%	14	0.0%	0	0.0%	0	1.0%	0	1.7%	0	1.9%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	2.2%	24	0.0%	0	12.7%	5	1.4%	0	6.7%	1	2.8%	1	0.0%	0	4.7%	1	1.1%	0	5.6%	1	0.0%	0	13.8%	8
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	4.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	5.2%	57	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Others, outside study area	6.8%	75	0.0%	0	2.1%	1	0.0%	0	0.0%	0	6.8%	2	5.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	4.5%	3
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1103		50		39		20		11		34		16		25		29		15		25		58
Sample:		1109		49		53		55		44		55		51		53		46		53		56		45

Q26 Do you ever visit any of the following centres? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abbots Langley	6.5%	143	2.8%	3	38.1%	35	3.9%	1	0.0%	0	1.3%	1	0.0%	0	9.0%	4	3.2%	2	3.6%	1	82.4%	36	12.4%	15
Berkhamstead	19.5%	432	12.0%	13	10.8%	10	3.9%	1	5.6%	1	0.6%	0	2.5%	1	11.3%	6	10.9%	7	30.5%	9	42.8%	19	40.1%	48
Borehamwood	19.3%	427	10.7%	12	24.5%	22	65.3%	24	87.8%	20	92.0%	65	45.6%	16	2.0%	1	13.2%	8	0.7%	0	10.3%	5	3.5%	4
Bushey	11.2%	247	34.5%	38	13.9%	13	74.4%	27	20.4%	5	14.1%	10	2.4%	1	5.5%	3	39.9%	24	16.0%	5	8.0%	4	5.1%	6
Bushey Heath	6.5%	143	20.2%	22	16.2%	15	71.8%	26	17.0%	4	14.8%	10	0.9%	0	0.6%	0	12.3%	7	2.4%	1	3.9%	2	0.6%	1
Chorleywood	4.6%	102	8.9%	10	6.7%	6	2.5%	1	0.9%	0	0.6%	0	0.0%	0	39.9%	20	10.9%	7	80.6%	23	9.7%	4	6.7%	8
Harpenden	8.7%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield	8.4%	185	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	30.0%	663	18.4%	20	60.1%	55	5.0%	2	8.2%	2	16.8%	12	17.5%	6	34.3%	17	17.2%	10	34.6%	10	66.5%	29	99.4%	119
Hitchin	3.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	4.5%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Watford / St Albans Road	16.3%	360	40.8%	45	68.5%	62	27.0%	10	17.4%	4	26.1%	18	11.8%	4	25.5%	13	35.5%	21	18.9%	5	31.1%	14	19.8%	24
Potters Bar (Darkes Lane)	5.5%	121	0.0%	0	5.4%	5	0.0%	0	10.3%	2	0.7%	0	94.0%	32	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.5%	1
Potters Bar (High Street)	5.4%	119	0.0%	0	1.0%	1	0.6%	0	0.6%	0	12.5%	9	73.1%	25	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.5%	1
Radlett	10.7%	236	8.0%	9	15.8%	14	31.9%	12	89.6%	21	50.3%	36	3.0%	1	0.6%	0	1.0%	1	4.7%	1	16.3%	7	9.7%	12
Rickmansworth	13.8%	306	31.6%	35	31.7%	29	5.7%	2	1.5%	0	2.9%	2	7.3%	3	98.9%	49	47.0%	28	91.7%	26	33.2%	15	11.7%	14
South Oxhey	3.8%	84	9.8%	11	1.9%	2	3.9%	1	0.6%	0	2.0%	1	0.9%	0	1.2%	1	60.8%	37	0.0%	0	4.6%	2	0.6%	1
St Albans	14.7%	324	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	4.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	10.1%	223	3.4%	4	7.4%	7	1.1%	0	1.9%	0	1.3%	1	8.4%	3	1.2%	1	3.2%	2	4.5%	1	12.3%	5	13.7%	16
Watford	59.8%	1321	93.8%	104	97.1%	88	97.6%	35	88.0%	20	72.9%	51	40.4%	14	95.7%	47	93.2%	56	90.2%	26	92.7%	41	74.5%	89
(Don't visit any of these centres)	12.6%	279	3.7%	4	1.1%	1	0.0%	0	2.3%	1	2.7%	2	3.2%	1	1.2%	1	1.0%	1	1.2%	0	0.7%	0	0.0%	0
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

Q27 Which centre do you visit the most?

Those who visit one or more of the centres mentioned at Q26:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abbots Langley	1.4%	27	0.0%	0	8.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.6%	18	1.1%	1
Berkhamstead	5.3%	102	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	2
Borehamwood	8.7%	168	0.0%	0	0.4%	0	11.3%	4	51.5%	12	76.8%	53	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bushey	1.3%	25	9.5%	10	0.0%	0	15.5%	6	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Heath	0.4%	8	0.0%	0	0.0%	0	12.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chorleywood	0.8%	16	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	46.7%	13	1.9%	1	0.0%	0
Harpenden	4.5%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield	3.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	14.3%	275	1.0%	1	2.2%	2	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.8%	0	3.4%	2	2.9%	1	20.5%	9	90.9%	109
Hitchin	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Watford / St Albans Road	1.6%	31	5.9%	6	10.3%	9	2.2%	1	3.2%	1	0.0%	0	1.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Potters Bar (Darkes Lane)	2.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Bar (High Street)	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	21.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radlett	1.1%	21	0.0%	0	0.0%	0	1.1%	0	36.9%	8	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth	4.8%	93	8.1%	9	5.9%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	57.2%	28	12.5%	7	36.8%	10	1.5%	1	0.0%	0
South Oxhey	1.1%	21	3.4%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	10	0.0%	0	0.7%	0	0.0%	0
St Albans	8.1%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring	3.1%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	33.8%	653	71.5%	76	70.9%	64	55.3%	20	8.4%	2	11.3%	8	9.6%	3	37.8%	19	67.4%	40	13.6%	4	33.1%	14	3.8%	5
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
MeanScore: visits per week																								
Q28 How often do you visit (CENTRE MENTIONED AT Q27)? *Those who mentioned a centre at Q27:*																								
Daily	6.8%	131	14.2%	15	7.7%	7	16.0%	6	14.2%	3	16.8%	12	4.8%	2	1.4%	1	7.1%	4	15.8%	4	11.3%	5	0.6%	1
At least two times a week	14.3%	276	16.8%	18	14.4%	13	18.8%	7	39.9%	9	23.6%	16	20.0%	7	30.1%	15	7.9%	5	46.8%	13	22.9%	10	11.2%	13
At least once a week	20.4%	393	32.9%	35	30.0%	27	31.5%	11	25.4%	6	33.7%	23	43.6%	14	45.5%	22	26.9%	16	23.5%	7	29.0%	13	21.8%	26
At least once a fortnight	17.6%	340	15.2%	16	15.2%	14	14.2%	5	6.3%	1	3.7%	3	3.0%	1	8.0%	4	12.9%	8	4.8%	1	17.7%	8	41.9%	50
At least once a month	16.5%	319	11.6%	12	25.1%	22	12.1%	4	10.2%	2	7.5%	5	14.4%	5	12.0%	6	23.0%	14	1.7%	0	9.1%	4	13.9%	17
At least every two months	7.8%	151	0.7%	1	1.8%	2	5.6%	2	1.2%	0	2.0%	1	2.9%	1	0.0%	0	5.5%	3	0.0%	0	3.1%	1	5.6%	7
At least every 3 months	6.6%	127	0.0%	0	2.7%	2	0.6%	0	1.2%	0	2.3%	2	1.3%	0	0.6%	0	1.3%	1	3.6%	1	3.2%	1	1.7%	2
At least every 6 months	3.1%	59	0.0%	0	1.8%	2	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.5%	1
Less often than once every 6 months	2.8%	54	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	80	8.7%	9	0.9%	1	1.1%	0	1.1%	0	9.8%	7	10.0%	3	2.4%	1	13.8%	8	3.9%	1	2.2%	1	2.7%	3
Mean:		*1.46*		*2.30*		*1.58*		*2.33*		*2.94*		*2.77*		*1.82*		*1.88*		*1.42*		*3.37*		*2.17*		*0.99*
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)? *Those who mentioned a centre at Q27:*																								
Car / van (as driver)	72.8%	1406	42.9%	46	69.3%	62	67.8%	25	77.0%	18	59.5%	41	60.9%	20	77.9%	38	69.9%	42	60.4%	17	59.6%	26	74.9%	89
Car / van (as passenger)	6.3%	122	1.4%	2	13.9%	13	0.5%	0	1.9%	0	7.9%	5	11.5%	4	5.9%	3	1.9%	1	1.9%	1	8.2%	4	2.6%	3
Bus (including the busway or guided bus), minibus or coach	4.7%	90	9.6%	10	3.6%	3	10.4%	4	1.7%	0	6.9%	5	3.5%	1	4.3%	2	4.7%	3	3.3%	1	0.7%	0	4.3%	5
Motorcycle, scooter or moped	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Walk	12.0%	232	39.5%	42	7.7%	7	20.7%	8	18.7%	4	23.2%	16	19.0%	6	11.3%	6	12.9%	8	33.7%	9	30.1%	13	15.9%	19
Taxi	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.5%	1
Train	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	17	6.1%	7	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tube / Underground	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	13	0.5%	1	0.0%	0	0.5%	0	0.0%	0	2.5%	2	4.0%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	0	1.6%	2
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100

Q30 What do you like most about (CENTRE MENTIONED AT Q27)?
Those who mentioned a centre at Q27:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
A change of scene / somewhere different to go	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Choice and range of shops	32.3%	624	22.6%	24	19.8%	18	33.4%	12	30.6%	7	18.9%	13	20.1%	7	18.4%	9	31.4%	19	15.3%	4	21.4%	9	32.1%	38
Choice of leisure facilities (restaurants, pubs etc)	3.7%	72	9.0%	10	0.5%	0	0.0%	0	0.0%	0	2.3%	2	2.0%	1	0.6%	0	8.7%	5	2.7%	1	2.9%	1	2.4%	3
Choice of services (hairdressers, banks etc)	1.5%	29	0.0%	0	0.5%	0	1.7%	1	0.8%	0	1.6%	1	3.4%	1	3.2%	2	1.4%	1	4.6%	1	0.7%	0	0.5%	1
Close to home	20.4%	394	33.9%	36	42.9%	38	33.6%	12	26.3%	6	44.9%	31	33.2%	11	23.7%	12	33.6%	20	39.9%	11	27.5%	12	26.8%	32
Close to work	1.1%	22	2.4%	3	0.9%	1	0.0%	0	1.2%	0	4.1%	3	0.7%	0	0.6%	0	1.3%	1	0.7%	0	2.0%	1	0.6%	1
Compact layout / shops close together	1.8%	35	1.9%	2	0.9%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	0	7.4%	4	2.9%	2	1.5%	0	0.7%	0	0.0%	0
Convenient car parking	3.6%	69	0.5%	0	2.2%	2	2.4%	1	13.5%	3	2.7%	2	0.0%	0	2.6%	1	1.0%	1	5.8%	2	2.4%	1	7.2%	9
Convenient for visiting family / friends	1.8%	34	0.5%	1	0.5%	0	0.5%	0	2.4%	1	1.4%	1	1.1%	0	6.8%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Easily accessible by car	0.6%	12	0.5%	1	0.5%	0	0.0%	0	0.6%	0	4.3%	3	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.7%	0	0.6%	1
Easily accessible by public transport	0.5%	10	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	4.3%	84	12.6%	13	1.5%	1	2.4%	1	2.7%	1	0.7%	0	0.0%	0	10.9%	5	1.4%	1	1.4%	0	2.9%	1	7.5%	9
Familiarity	2.4%	46	0.0%	0	0.5%	0	5.8%	2	4.9%	1	0.7%	0	0.7%	0	4.8%	2	1.1%	1	5.1%	1	1.4%	1	3.9%	5
Free car parking	0.5%	10	1.0%	1	0.0%	0	0.5%	0	0.0%	0	0.7%	0	1.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / community atmosphere	1.7%	33	1.4%	2	1.0%	1	1.1%	0	0.8%	0	1.1%	1	0.6%	0	0.6%	0	1.0%	1	4.5%	1	9.1%	4	1.3%	2
Good markets	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of charity shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent / specialist shops	2.2%	43	0.5%	1	0.9%	1	1.1%	0	0.8%	0	0.7%	0	1.6%	1	3.8%	2	0.5%	0	4.8%	1	0.7%	0	0.0%	0
Has a Costco nearby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Debenhams store nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a John Lewis store nearby	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	0	0.0%	0
Has a Marks & Spencer store	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Has a Primark store nearby	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.9%	18	2.7%	3	5.4%	5	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Indoor shopping centre / everything under one roof	1.3%	26	0.0%	0	1.3%	1	8.8%	3	0.6%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	1.0%	0	0.7%	0	0.0%	0
Pedestrianised areas	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.4%	3
Small / quiet / not too big	1.4%	28	2.4%	3	5.4%	5	0.0%	0	0.6%	0	0.7%	0	1.6%	1	1.4%	1	0.0%	0	3.6%	1	8.2%	4	1.3%	2
Strength of supermarket provision	1.5%	29	0.0%	0	5.4%	5	0.6%	0	4.3%	1	0.0%	0	2.2%	1	0.6%	0	2.1%	1	2.1%	1	0.0%	0	0.0%	0
Traditional town centre	0.6%	12	0.0%	0	0.5%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cultural diversity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access / parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Good mix of indoor and outdoor shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality schools	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of shops in general	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a TK Maxx store	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a good town hall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	10.6%	205	7.6%	8	9.1%	8	5.0%	2	9.0%	2	11.7%	8	25.7%	9	6.9%	3	10.7%	6	3.4%	1	13.8%	6	12.3%	15
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? [MR]
Those who mentioned a centre at Q27:

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Better environment	0.9%	18	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.9%	1	2.9%	1	1.2%	1	1.1%	1	0.7%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.5%	9	0.0%	0	0.5%	0	0.6%	0	0.6%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.9%	17	0.0%	0	5.9%	5	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	6.4%	123	5.3%	6	2.4%	2	9.4%	3	0.0%	0	1.4%	1	4.0%	1	1.4%	1	3.4%	2	0.7%	0	5.3%	2	13.5%	16
Cheaper public transport	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Easier to get to by car	0.6%	11	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	1.0%	19	0.7%	1	0.9%	1	0.5%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	2.4%	1	1.7%	1	1.6%	2
Improve the nightlife	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.5%	9	0.0%	0	0.0%	0	2.2%	1	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Improved leisure facilities	0.7%	13	1.3%	1	0.5%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.6%	1
Improved non-food shops within the town centre	1.0%	20	0.0%	0	0.0%	0	0.0%	0	1.9%	0	4.5%	3	0.9%	0	3.6%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Improved quality of shops	0.8%	15	1.0%	1	0.0%	0	0.0%	0	1.6%	0	0.7%	0	1.7%	1	2.2%	1	2.3%	1	1.0%	0	1.0%	0	1.1%	1
Improved road surfaces (e.g. repair potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	5	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	10.4%	200	4.3%	5	11.2%	10	6.7%	2	2.4%	1	10.0%	7	30.0%	10	19.0%	9	11.9%	7	15.6%	4	14.2%	6	29.0%	35
Increased public transport	1.0%	20	7.4%	8	0.4%	0	0.0%	0	1.7%	0	5.7%	4	0.0%	0	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	9	0.0%	0	1.8%	2	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	3.2%	1	3.2%	1	3.3%	4
Less cheap shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.7%	14	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.6%	1
More / better disabled	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
facilities																								
More / better financial services (e.g. banks / building societies)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	1.4%	27	5.5%	6	1.8%	2	0.6%	0	3.0%	1	0.0%	0	7.5%	3	2.4%	1	0.0%	0	2.9%	1	0.0%	0	2.7%	3
More independent / specialist shops	3.1%	59	3.0%	3	1.3%	1	2.5%	1	4.2%	1	0.0%	0	3.1%	1	3.2%	2	2.7%	2	1.2%	0	5.7%	2	1.6%	2
More parking	9.9%	191	3.9%	4	9.3%	8	20.4%	7	23.2%	5	17.9%	12	12.4%	4	9.6%	5	8.5%	5	25.4%	7	6.9%	3	1.1%	1
More pedestrianised streets	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.5%	10	7.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.6%	1
Nicer atmosphere / friendlier people	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Open a department store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.8%	1039	55.4%	59	62.8%	56	55.4%	20	49.0%	11	41.0%	28	32.4%	11	51.6%	25	57.8%	35	38.3%	11	58.8%	26	42.2%	50
(Don't know)	2.3%	45	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.5%	1
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
2nd Mention																								
Better environment	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	1.5%	28	0.0%	0	0.5%	0	1.1%	0	1.2%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	0	1.0%	0	1.9%	2
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.1%	2	0.5%	1	0.5%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.6%	1
Improve the nightlife	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Improved leisure facilities	0.6%	11	1.9%	2	0.5%	0	2.2%	1	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.3%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.3%	2
Improved quality of shops	1.4%	27	0.0%	0	0.5%	0	0.6%	0	0.0%	0	2.5%	2	6.8%	2	5.2%	3	0.0%	0	1.2%	0	2.9%	1	4.4%	5
Improved road surfaces (e.g. repair potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.7%	0	0.7%	0	0.0%	0
Increased general choice and range of shops	2.2%	42	1.0%	1	2.6%	2	1.7%	1	6.9%	2	9.7%	7	6.1%	2	5.2%	3	0.5%	0	1.7%	0	1.4%	1	11.7%	14
Increased public transport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0
Introduce Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.7%	13	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.3%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
building societies)																								
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.1%	2	0.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
More family-friendly / children's attractions	0.2%	3	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.7%	0	0.0%	0
More independent / specialist shops	0.6%	12	1.9%	2	0.5%	0	1.3%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.6%	1	0.0%	0	1.7%	1	2.4%	3
More parking	1.6%	31	0.5%	1	0.0%	0	3.0%	1	4.3%	1	2.7%	2	2.0%	1	2.4%	1	1.1%	1	3.9%	1	0.7%	0	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	0	0.0%	0	2.1%	3
Open a department store	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.4%	1591	92.2%	98	92.0%	83	88.4%	32	81.2%	18	71.2%	49	69.5%	23	73.3%	36	90.3%	54	84.6%	24	83.0%	36	74.6%	89
(Don't know)	2.3%	44	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
3rd Mention																								
Better environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.5%	1
Better layout / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Cheaper / free parking	0.1%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Improve the nightlife	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1
Improved quality of shops	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	8.2%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Improved road surfaces (e.g. repair potholes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	0	0.0%	0	0.5%	0	0.0%	0	1.7%	1	0.5%	1
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
building societies)																								
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a department store	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.9%	1812	100.0%	107	99.6%	89	98.3%	36	90.8%	21	88.6%	61	86.6%	29	95.4%	47	96.3%	57	99.3%	28	91.9%	40	93.6%	112
(Don't know)	2.4%	47	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.9%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100

Q31X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? Any mention: [MR]

Those who mentioned a centre at Q27:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Better environment	1.3%	25	0.0%	0	0.9%	1	0.0%	0	0.6%	0	1.6%	1	6.0%	2	1.2%	1	1.1%	1	0.7%	0	2.9%	1	0.5%	1
Better layout / shops closer together	0.6%	11	0.0%	0	0.5%	0	0.6%	0	0.6%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	19	0.0%	0	5.9%	5	0.0%	0	3.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Cheaper / free parking	7.9%	153	5.3%	6	3.3%	3	10.5%	4	1.2%	0	3.0%	2	4.6%	2	1.4%	1	4.8%	3	1.5%	0	6.3%	3	15.4%	18
Cheaper public transport	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	5	0.5%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Easier to get to by car	0.9%	17	0.5%	1	0.5%	0	0.0%	0	5.5%	1	4.3%	3	0.6%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	1.3%	25	0.7%	1	0.9%	1	0.5%	0	2.7%	1	0.0%	0	0.0%	0	1.2%	1	1.6%	1	2.4%	1	2.4%	1	2.7%	3
Improve the nightlife	1.9%	36	0.0%	0	0.0%	0	0.6%	0	0.6%	0	10.4%	7	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	18	0.0%	0	0.0%	0	2.2%	1	0.6%	0	2.0%	1	9.9%	3	2.0%	1	0.0%	0	0.0%	0	0.7%	0	1.1%	1
Improved leisure facilities	1.3%	25	3.2%	3	0.9%	1	2.8%	1	3.0%	1	1.4%	1	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.6%	1
Improved non-food shops within the town centre	1.9%	37	0.0%	0	0.0%	0	0.0%	0	1.9%	0	7.2%	5	2.2%	1	3.6%	2	2.7%	2	3.0%	1	0.0%	0	1.8%	2
Improved quality of shops	2.6%	51	1.0%	1	0.5%	0	0.6%	0	2.8%	1	3.2%	2	16.7%	6	9.2%	5	2.3%	1	2.2%	1	3.9%	2	6.6%	8
Improved road surfaces (e.g. repair potholes)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	8	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.7%	0	0.7%	0	0.0%	0
Increased general choice and range of shops	12.9%	249	5.3%	6	13.8%	12	8.4%	3	9.2%	2	21.2%	15	36.7%	12	24.2%	12	12.9%	8	17.3%	5	17.4%	8	41.2%	49
Increased public transport	1.1%	21	7.4%	8	0.4%	0	0.6%	0	2.3%	1	5.7%	4	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.7%	0	0.0%	0
Introduce Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1	1.0%	0	0.0%	0	0.0%	0
Less charity shops	0.7%	13	0.0%	0	1.8%	2	0.6%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0	3.2%	1	3.2%	1	3.3%	4
Less cheap shops	0.3%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.3%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.3%	4	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	1.6%	31	3.9%	4	2.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	1	2.2%	1	0.0%	0	0.6%	1
More / better disabled facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial	0.4%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
services (e.g. banks / building societies)																								
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.1%	2	0.5%	1	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
More family-friendly / children's attractions	1.6%	31	5.5%	6	2.2%	2	1.1%	0	5.3%	1	0.0%	0	8.2%	3	2.4%	1	0.0%	0	5.8%	2	0.7%	0	2.7%	3
More independent / specialist shops	4.0%	78	5.0%	5	1.8%	2	3.8%	1	4.2%	1	0.0%	0	4.2%	1	3.2%	2	4.2%	3	1.2%	0	7.4%	3	4.0%	5
More parking	11.7%	226	4.4%	5	9.3%	8	23.4%	8	27.5%	6	20.6%	14	14.4%	5	12.0%	6	10.4%	6	29.3%	8	7.7%	3	1.6%	2
More pedestrianised streets	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.6%	11	7.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.7%	0	2.9%	1	0.0%	0	0.6%	1
Nicer atmosphere / friendlier people	0.7%	14	0.0%	0	0.5%	0	0.0%	0	1.5%	0	1.8%	1	0.0%	0	0.8%	0	0.5%	0	1.5%	0	0.0%	0	3.3%	4
Open a department store	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	8	1.0%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1931		107		90		36		23		69		33		49		60		28		43		119
Sample:		2056		98		100		100		97		99		98		99		98		99		99		100

Q32 Why don't you visit these centres? [MR]

Those who do not visit any of the centres at Q26:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Choice of leisure facilities (cinema, gym, pubs etc)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	24.5%	0	0.0%	0	0.0%	0	49.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of non-food shops	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0
Not accessible by public transport	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres closer / more convenient	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	38.5%	108	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unable to travel (e.g. old age, disability, ill health etc.)	4.2%	12	0.0%	0	0.0%	0	0.0%	0	34.1%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0
Unfamiliar with the layout / shops / services	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	43.0%	120	50.0%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	80.5%	1	49.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.9%	5	0.0%	0	0.0%	0	0.0%	0	41.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0
Weighted base:		279		4		1		0		1		2		1		1		1		0		0		0
Sample:		154		2		2		0		3		1		2		2		2		1		1		0

Q33 Which other centre do you usually visit?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Amersham	0.7%	16	0.6%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	6.4%	2	1.0%	0	0.0%	0
Aylesbury	2.9%	64	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.9%	1	0.0%	0	0.6%	1
Barnet	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross	7.3%	160	3.4%	4	5.4%	5	13.9%	5	7.7%	2	17.1%	12	1.9%	1	2.6%	1	2.8%	2	4.6%	1	5.1%	2	3.9%	5
Central London / West End	6.5%	143	9.9%	11	7.2%	7	10.3%	4	4.0%	1	7.6%	5	0.7%	0	9.3%	5	11.9%	7	8.2%	2	1.4%	1	10.1%	12
Chesham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Colney Fields	0.9%	19	0.5%	1	0.0%	0	1.8%	1	1.1%	0	4.6%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Eastcote	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	0.2%	4	0.0%	0	0.0%	0	0.5%	0	2.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	4.1%	90	1.6%	2	0.0%	0	4.7%	2	2.3%	1	0.6%	0	0.0%	0	0.0%	0	13.9%	8	0.0%	0	0.0%	0	0.0%	0
Hatfield	2.5%	55	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.1%	2	3.5%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	2
High Wycombe	0.6%	12	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.7%	0	0.0%	0	0.6%	1
Hillingdon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
London Colney	2.2%	50	1.1%	1	1.3%	1	1.1%	0	8.7%	2	4.8%	3	21.6%	7	2.0%	1	0.0%	0	0.7%	0	10.4%	5	0.0%	0
Luton	0.8%	18	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Milton Keynes	5.1%	112	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	1	0.5%	0	0.7%	0	1.4%	1	3.7%	4
Oxford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Pinner	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
St Albans	6.3%	140	9.3%	10	6.9%	6	6.0%	2	8.6%	2	5.7%	4	12.8%	4	5.4%	3	1.6%	1	6.0%	2	17.6%	8	6.9%	8
Stevenage	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	2.6%	57	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.5%	1	1.4%	0	0.0%	0	0.0%	0
Welwyn Garden City	3.8%	84	0.0%	0	0.0%	0	0.8%	0	1.1%	0	0.7%	0	11.3%	4	0.6%	0	0.5%	0	0.0%	0	0.0%	0	1.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Apsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	0.2%	5	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Bristol	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Peter	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Greenford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe (Bluewater	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Shopping Centre)																								
Harpenden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole, Dorset	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock (Lakeside)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / none)	46.4%	1025	64.6%	72	69.5%	63	58.7%	21	64.2%	15	49.9%	35	34.7%	12	68.0%	34	54.0%	33	64.8%	18	60.7%	27	66.3%	79
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

Q34ADo you make use of electronic home shopping (i.e. Internet or TV shopping)? [MR]

Yes, Internet	68.5%	1513	70.1%	78	79.1%	72	78.0%	28	76.3%	18	56.8%	40	67.7%	23	73.0%	36	57.2%	35	70.7%	20	61.8%	27	70.3%	84
Yes, Portable internet shopping (through mobile phone)	21.9%	485	24.1%	27	27.7%	25	31.8%	12	18.1%	4	24.0%	17	8.8%	3	22.2%	11	27.3%	16	22.0%	6	18.1%	8	19.5%	23
Yes, TV Shopping	3.5%	78	0.0%	0	4.9%	4	1.1%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	26.5%	585	17.2%	19	18.2%	17	15.9%	6	18.2%	4	34.1%	24	31.0%	11	27.0%	13	35.8%	22	23.3%	7	23.9%	10	18.0%	21
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

Q34BWhich goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]

Those who make use of electronic home shopping at Q34A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Banking / finance	4.9%	80	3.4%	3	2.2%	2	7.3%	2	11.5%	2	6.4%	3	21.3%	5	5.9%	2	2.5%	1	8.8%	2	3.2%	1	8.6%	8
Books	46.9%	762	36.1%	33	36.3%	27	68.1%	21	67.2%	13	48.3%	22	46.3%	11	58.6%	21	43.3%	17	52.7%	11	24.6%	8	57.8%	57
Car parts / products	1.4%	22	0.6%	1	2.2%	2	0.7%	0	0.7%	0	2.0%	1	1.3%	0	1.1%	0	0.0%	0	5.0%	1	1.3%	0	1.6%	2
CDs, DVDs, music	39.3%	639	32.9%	30	33.9%	25	54.0%	16	39.4%	8	38.2%	18	24.8%	6	49.8%	18	39.7%	15	36.0%	8	27.2%	9	36.6%	36
Clothes / footwear	44.6%	724	38.5%	35	54.1%	40	58.4%	18	44.0%	8	33.1%	15	48.6%	12	38.8%	14	48.6%	19	51.3%	11	38.7%	13	57.8%	57
Computers / accessories / games	1.5%	25	1.1%	1	0.0%	0	2.4%	1	0.7%	0	2.3%	1	2.8%	1	2.2%	1	10.1%	4	0.0%	0	2.6%	1	0.0%	0
Cosmetics / health / beauty / chemist goods	6.2%	100	10.7%	10	8.8%	7	30.2%	9	9.4%	2	8.8%	4	5.3%	1	17.4%	6	0.8%	0	4.1%	1	4.2%	1	7.0%	7
DIY goods	4.6%	75	0.6%	1	2.7%	2	14.9%	5	8.4%	2	5.0%	2	5.9%	1	7.6%	3	1.7%	1	6.5%	1	1.9%	1	6.8%	7
Events tickets	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Food	13.0%	212	8.8%	8	7.2%	5	24.1%	7	19.0%	4	26.6%	12	5.3%	1	16.6%	6	25.9%	10	18.5%	4	14.0%	5	11.2%	11
Furniture / Carpets	4.9%	79	1.3%	1	2.2%	2	1.6%	0	5.6%	1	5.4%	3	3.7%	1	7.9%	3	7.5%	3	7.6%	2	1.0%	0	11.6%	11
Garden items	3.0%	49	0.6%	1	1.1%	1	0.7%	0	0.7%	0	1.0%	0	2.2%	1	1.9%	1	4.9%	2	11.9%	3	0.9%	0	0.7%	1
Gifts	13.6%	220	14.2%	13	13.9%	10	10.3%	3	11.7%	2	5.7%	3	24.2%	6	6.8%	2	11.0%	4	20.4%	4	13.0%	4	17.6%	17
Hobby and craft goods	3.8%	62	3.4%	3	1.1%	1	9.1%	3	3.0%	1	0.0%	0	3.7%	1	10.4%	4	4.1%	2	6.8%	1	2.9%	1	0.7%	1
Holiday and / or travel tickets	4.3%	70	8.2%	8	1.1%	1	2.2%	1	2.1%	0	1.0%	0	5.6%	1	4.7%	2	3.3%	1	6.5%	1	3.2%	1	7.0%	7
Insurance	1.1%	18	0.6%	1	0.5%	0	0.0%	0	0.0%	0	1.0%	0	4.7%	1	2.2%	1	0.8%	0	0.9%	0	0.0%	0	2.7%	3
Jewellery	1.5%	25	1.3%	1	1.1%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	0	3.8%	1	0.7%	1
Major electrical items	16.8%	274	17.7%	16	17.5%	13	19.3%	6	20.4%	4	27.6%	13	14.0%	3	29.4%	11	17.3%	7	16.9%	4	7.3%	2	19.4%	19
Pet food / products	2.6%	43	11.4%	10	0.5%	0	1.3%	0	0.7%	0	5.0%	2	3.1%	1	4.9%	2	0.8%	0	4.4%	1	1.9%	1	2.0%	2
Small electrical items	19.0%	308	16.6%	15	12.5%	9	20.4%	6	13.7%	3	18.2%	8	15.6%	4	13.7%	5	13.6%	5	26.3%	6	7.7%	3	33.8%	33
Small household goods	12.5%	203	5.1%	5	4.5%	3	14.9%	5	8.9%	2	8.5%	4	10.0%	2	24.5%	9	9.2%	4	15.7%	3	6.3%	2	21.1%	21
Sports goods	4.6%	75	7.1%	7	2.7%	2	0.7%	0	2.8%	1	5.4%	3	11.9%	3	1.9%	1	0.8%	0	5.0%	1	3.4%	1	8.2%	8
Stationery	1.9%	31	0.6%	1	1.1%	1	3.3%	1	1.4%	0	1.0%	0	1.3%	0	0.8%	0	6.6%	3	1.9%	0	1.3%	0	0.0%	0
Toys	8.5%	139	4.7%	4	5.8%	4	7.3%	2	20.6%	4	20.2%	9	5.0%	1	15.1%	5	13.4%	5	17.2%	4	8.2%	3	11.6%	11
Wine	0.3%	4	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baby items	0.3%	4	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile phone / tablet accessories	0.7%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Musical instruments / sheet music	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.7%	125	9.6%	9	4.3%	3	3.4%	1	4.2%	1	4.0%	2	1.5%	0	2.7%	1	1.9%	1	3.4%	1	24.3%	8	2.7%	3
Weighted base:		1625		92		74		30		19		46		24		36		39		22		33		98
Sample:		1509		73		75		82		74		64		57		72		60		75		69		70

Q34CWhich goods or services are you likely to purchase in the future via electronic (home / mobile) shopping? [MR]

Those who make use of electronic home shopping at Q34A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Banking / finance	4.7%	76	3.4%	3	0.5%	0	6.7%	2	11.5%	2	1.0%	0	4.7%	1	5.2%	2	1.6%	1	7.8%	2	3.2%	1	5.6%	5
Books	33.2%	540	24.2%	22	15.9%	12	34.1%	10	57.2%	11	33.5%	16	32.1%	8	37.3%	14	22.8%	9	29.9%	7	16.2%	5	38.8%	38
Car parts / products	1.3%	22	0.0%	0	1.1%	1	2.7%	1	0.7%	0	2.0%	1	5.0%	1	0.0%	0	0.8%	0	3.8%	1	3.9%	1	0.7%	1
CDs, DVDs, music	25.9%	421	20.3%	19	12.5%	9	28.2%	9	35.5%	7	24.3%	11	17.6%	4	25.6%	9	23.5%	9	21.0%	5	21.9%	7	35.0%	34
Clothes / footwear	27.4%	445	26.5%	24	26.3%	19	34.1%	10	31.6%	6	24.4%	11	33.0%	8	19.8%	7	44.6%	17	23.5%	5	17.2%	6	35.0%	34
Computers / accessories / games	1.4%	23	1.1%	1	0.0%	0	0.0%	0	0.7%	0	1.0%	0	1.9%	0	2.2%	1	9.3%	4	0.9%	0	3.9%	1	0.7%	1
Cosmetics / health / beauty / chemist goods	4.5%	73	7.5%	7	6.6%	5	11.5%	4	8.7%	2	2.0%	1	2.2%	1	11.4%	4	2.8%	1	0.0%	0	3.2%	1	2.9%	3
DIY goods	2.8%	46	0.6%	1	0.5%	0	6.7%	2	4.9%	1	2.0%	1	3.7%	1	4.1%	1	0.0%	0	7.5%	2	1.0%	0	4.5%	4
Events tickets	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Food	11.0%	178	6.6%	6	10.4%	8	9.8%	3	17.3%	3	20.6%	10	7.5%	2	11.1%	4	14.9%	6	10.4%	2	19.0%	6	29.2%	29
Furniture / carpets	4.9%	80	6.2%	6	1.1%	1	0.7%	0	0.0%	0	4.0%	2	13.0%	3	6.3%	2	5.0%	2	6.3%	1	2.3%	1	9.8%	10
Garden items	1.9%	31	0.0%	0	0.0%	0	0.7%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	1.6%	1	6.2%	1	0.0%	0	0.7%	1
Gifts	15.0%	244	19.5%	18	11.3%	8	19.3%	6	18.8%	4	9.4%	4	6.5%	2	28.0%	10	19.1%	7	34.3%	7	23.3%	8	27.2%	27
Hobby and craft goods	2.5%	41	3.4%	3	0.5%	0	3.3%	1	4.5%	1	0.0%	0	0.0%	0	8.5%	3	4.1%	2	3.1%	1	2.3%	1	0.9%	1
Holiday and / or travel tickets	3.1%	51	9.4%	9	1.6%	1	0.0%	0	3.1%	1	2.4%	1	1.0%	0	3.2%	1	3.3%	1	2.8%	1	4.5%	2	5.6%	5
Insurance	0.9%	15	0.0%	0	1.1%	1	0.7%	0	0.7%	0	6.4%	3	1.0%	0	3.0%	1	0.8%	0	1.8%	0	1.0%	0	0.7%	1
Jewellery	1.3%	22	0.6%	1	0.5%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Major electrical items	12.7%	206	12.4%	11	7.5%	6	17.4%	5	16.8%	3	12.2%	6	16.8%	4	15.8%	6	18.9%	7	11.9%	3	7.7%	3	14.2%	14
Pet food / products	1.9%	31	8.6%	8	0.0%	0	0.6%	0	1.4%	0	5.0%	2	1.9%	0	0.8%	0	0.8%	0	3.1%	1	0.9%	0	0.7%	1
Small electrical items	12.2%	198	11.3%	10	8.1%	6	19.3%	6	10.6%	2	11.6%	5	7.5%	2	11.8%	4	10.7%	4	15.4%	3	3.2%	1	17.6%	17
Small household goods	9.5%	154	2.3%	2	7.6%	6	10.4%	3	8.9%	2	10.4%	5	7.5%	2	9.5%	3	9.2%	4	9.4%	2	7.7%	3	11.6%	11
Sports goods	3.4%	55	3.0%	3	1.1%	1	2.3%	1	2.8%	1	5.1%	2	10.6%	3	1.9%	1	0.8%	0	3.1%	1	1.9%	1	0.7%	1
Stationery	1.1%	18	0.0%	0	1.1%	1	2.2%	1	1.4%	0	0.0%	0	1.3%	0	0.0%	0	0.8%	0	1.9%	0	0.0%	0	0.0%	0
Toys	4.6%	75	1.1%	1	1.8%	1	0.6%	0	16.4%	3	15.2%	7	1.3%	0	3.5%	1	2.5%	1	7.8%	2	3.2%	1	6.0%	6
Wine	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baby items	0.3%	4	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile phone / tablet accessories	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Musical instruments / sheet music	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	32.9%	536	29.4%	27	43.9%	33	29.8%	9	14.3%	3	25.8%	12	34.7%	8	17.8%	6	26.9%	10	27.3%	6	32.1%	11	16.7%	16
Weighted base:		1625		92		74		30		19		46		24		36		39		22		33		98
Sample:		1509		73		75		82		74		64		57		72		60		75		69		70

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q34DFor your last electronic (home / mobile) shopping order, how did you receive your goods?																								
Those who make use of electronic home shopping at Q34A:																								
Collection at store	6.2%	101	2.3%	2	8.7%	6	1.9%	1	7.9%	2	3.7%	2	18.6%	4	7.9%	3	6.1%	2	10.7%	2	4.1%	1	5.4%	5
Home delivery	87.3%	1418	94.7%	87	87.0%	65	90.9%	28	76.9%	15	90.5%	42	72.4%	17	76.6%	28	89.0%	34	85.2%	19	90.6%	30	80.0%	78
Delivery to place of work	2.5%	41	1.9%	2	4.3%	3	2.2%	1	3.5%	1	2.0%	1	1.0%	0	2.7%	1	0.8%	0	1.3%	0	1.9%	1	0.0%	0
Collection at click and collect hub	2.2%	35	0.6%	1	0.0%	0	4.2%	1	1.4%	0	3.8%	2	1.9%	0	6.3%	2	0.0%	0	1.3%	0	0.0%	0	10.9%	11
Collection at other location	0.7%	11	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	3.3%	1	3.3%	1	0.0%	0	0.0%	0	2.7%	3
(Don't know / varies)	1.1%	18	0.6%	1	0.0%	0	0.7%	0	2.3%	0	0.0%	0	6.2%	1	3.3%	1	0.8%	0	1.5%	0	3.4%	1	1.1%	1
Weighted base:		1625		92		74		30		19		46		24		36		39		22		33		98
Sample:		1509		73		75		82		74		64		57		72		60		75		69		70
Q35 Which of these leisure activities do you participate in? [MR/PR]																								
Indoor sports or health and fitness activity	27.3%	603	28.1%	31	22.5%	20	27.4%	10	38.7%	9	25.0%	18	33.3%	11	28.4%	14	41.1%	25	29.4%	8	28.3%	12	25.5%	30
Cinema	52.4%	1158	48.2%	53	38.1%	35	60.8%	22	56.9%	13	53.3%	38	51.2%	18	55.5%	28	48.3%	29	55.4%	16	45.1%	20	57.8%	69
Restaurant	71.5%	1581	61.2%	68	67.9%	62	73.0%	26	80.1%	19	71.3%	50	58.6%	20	88.9%	44	68.7%	41	75.1%	21	79.9%	35	71.3%	85
Pub / bars / nightclubs	43.7%	966	39.0%	43	36.4%	33	40.7%	15	42.7%	10	28.3%	20	34.8%	12	62.0%	31	29.5%	18	54.8%	16	57.6%	25	47.2%	56
Ten pin bowling	15.1%	333	28.4%	32	26.5%	24	10.2%	4	16.8%	4	18.3%	13	12.1%	4	33.7%	17	19.4%	12	22.0%	6	12.1%	5	9.4%	11
Bingo	1.5%	33	2.3%	3	2.3%	2	2.8%	1	2.0%	0	4.6%	3	0.9%	0	1.2%	1	1.1%	1	6.8%	2	3.1%	1	2.2%	3
Theatres / concert halls / museums / art galleries and other cultural facilities	54.6%	1208	35.1%	39	29.5%	27	59.0%	21	61.0%	14	57.0%	40	42.6%	15	50.1%	25	54.3%	33	50.4%	14	42.6%	19	46.3%	55
(None mentioned)	12.2%	270	20.7%	23	19.9%	18	16.0%	6	11.8%	3	9.4%	7	15.1%	5	5.6%	3	10.7%	6	15.7%	4	9.7%	4	12.5%	15
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

Q36 Which centre / facility did you last visit for indoor sports or health and fitness activity?
Those who participate in health and fitness or leisure centre activities at Q35: AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	7.3%	43	72.4%	23	26.8%	5	4.8%	0	2.2%	0	6.3%	1	2.6%	0	16.0%	2	5.7%	1	4.9%	0	25.0%	3	0.0%	0
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.2%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Others, Zone 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	5.0%	30	16.1%	5	33.7%	7	43.9%	4	28.9%	2	2.6%	0	0.0%	0	0.0%	0	16.5%	4	0.0%	0	5.9%	1	0.0%	0
Zone 4																								
Radlett Town Centre	0.3%	2	0.0%	0	0.0%	0	4.2%	0	6.8%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	3.0%	18	0.0%	0	0.0%	0	4.2%	0	30.4%	3	67.3%	12	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	82.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	2.4%	0	3.5%	0	0.0%	0
Rickmansworth Town Centre	2.3%	14	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	66.6%	9	0.0%	0	50.9%	4	0.0%	0	0.0%	0
Others, Zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	6.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	28.6%	7	15.6%	1	0.0%	0	0.0%	0
South Oxhey Local Centre	1.2%	7	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	6	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	2.6%	0	0.0%	0
Elstree Village Centre	0.5%	3	0.0%	0	0.0%	0	2.8%	0	0.0%	0	15.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Others, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kings Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	8.9%	53	0.0%	0	2.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	34.1%	4	95.6%	29
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	6.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	2.5%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	6.7%	40	3.3%	1	2.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0
Others, Zone 18	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	3.6%	21	0.0%	0	0.0%	0	23.1%	2	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.6%	9	1.7%	1	21.9%	4	8.2%	1	1.6%	0	0.0%	0	10.4%	1	0.0%	0	1.3%	0	2.5%	0	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	3.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre	3.3%	20	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
High Wycombe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	2.5%	15	6.6%	2	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.9%	5	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	6.5%	38	0.0%	0	9.7%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	4	3.3%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		594		31		20		10		8		18		11		14		24		8		12		30
Sample:		550		23		21		28		32		24		26		33		25		26		23		19

Q37 Which centre / facility did you last visit to go the cinema?
Those who go to the cinema at Q35: AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 2																								
Vue, Woodside Leisure Park, Watford, WD25 7JZ	18.5%	204	89.3%	48	79.7%	28	60.7%	13	52.8%	7	6.4%	2	0.0%	0	82.9%	23	49.7%	14	63.7%	10	58.7%	12	6.7%	5
Zone 5																								
Reel Cinemas, Shenley Road, Borehamwood, WD6 1EH	4.3%	47	3.9%	2	2.7%	1	9.6%	2	23.4%	3	80.5%	28	7.1%	1	0.0%	0	0.0%	0	1.4%	0	1.6%	0	0.0%	0
Zone 6																								
Wyllyotts Theatre & Cinema, Wyllyotts Place, Darkes Lane, Potters Bar	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Watersmeet Theatre, High Street, Rickmansworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	1.1%	0	1.3%	0	0.0%	0	0.0%	0
Zone 9																								
Others, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Zone 10																								
Others, Zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Zone 11																								
Cineworld, Jarman Square, Hemel Hempstead, HP2 4JW	21.4%	236	2.9%	2	2.3%	1	0.0%	0	4.5%	1	0.0%	0	5.3%	1	5.7%	2	7.0%	2	14.1%	2	31.5%	6	89.1%	61
Zone 13																								
The Rex, High Street, Berkhamsted	2.5%	27	0.0%	0	0.0%	0	1.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	5.8%	1	1.6%	0	1.9%	1
Zone 15																								
Vue, St. George's Shopping & Leisure Centre, St. Anne's Road, Harrow	9.5%	105	0.0%	0	13.0%	4	19.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	33.8%	9	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Others, Zone 17	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Odyssey, London Road, St Albans, AL1 1PQ	5.2%	58	0.0%	0	1.2%	0	0.0%	0	3.4%	0	1.4%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	1.3%	1
Zone 22																								
Odeon, The Galleria, Comet Way, Hatfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Central London / West End	1.7%	19	0.0%	0	0.0%	0	2.2%	0	1.0%	0	1.8%	1	0.0%	0	3.3%	1	1.9%	1	0.0%	0	0.0%	0	1.0%	1
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, The Galaxy Centre, Bridge Street,	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Luton																								
Everyman, Ethorpe Crescent, Gerrards Cross	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Everyman, Great North Road, New Barnet, Barnet, EN5 1AB	5.0%	56	0.0%	0	0.0%	0	2.9%	1	1.1%	0	5.9%	2	37.3%	6	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Odeon, Comet Way, Hatfield, AL10 9TF	9.1%	100	0.0%	0	0.0%	0	3.8%	1	11.7%	2	2.7%	1	31.1%	5	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, MK1 Shopping & Leisure Park, Stadium Way West, Bletchley	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge	2.1%	23	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, The Exchange, Exchange Street, Aylesbury	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	9.9%	110	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.7%	1	0.0%	0	1.1%	0	5.4%	1	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1104		53		35		21		13		35		17		28		28		15		20		69
Sample:		1097		47		50		62		54		46		37		48		39		44		48		54

Q38 Which centre / facility did you last visit to go to a restaurant?
Those who go to restaurants at Q35: AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	9.9%	150	69.6%	45	54.3%	32	12.6%	3	4.0%	1	7.3%	3	1.5%	0	16.5%	7	20.6%	8	11.6%	2	21.6%	7	0.8%	1
Others, Zone 1	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.1%	2	0.0%	0	0.7%	0	0.8%	0	1.1%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	1.5%	23	5.1%	3	1.4%	1	42.7%	11	3.9%	1	1.0%	0	0.0%	0	0.0%	0	3.2%	1	1.3%	0	1.3%	0	0.0%	0
Zone 4																								
Radlett Town Centre	1.5%	23	4.0%	3	0.7%	0	4.0%	1	36.0%	6	13.7%	6	2.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Shenley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	1.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.3%	19	0.0%	0	0.0%	0	0.8%	0	5.6%	1	34.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.7%	26	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	71.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.5%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	6	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	2.3%	34	4.8%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.1%	20	2.4%	1	25.6%	5	1.0%	0	0.0%	0
Others, Zone 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Zone 8																								
Northwood Local Centre	1.7%	26	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	24.6%	10	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	13.5%	3	3.2%	1	0.0%	0
Elstree Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.6%	9	3.2%	2	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	1.0%	0	1.9%	1	0.0%	0
Others, Zone 9	0.1%	1	1.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.3%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kings Langley Village Centre	0.8%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	4.2%	1	8.8%	7
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Others, Zone 11	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	5.9%	90	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.7%	1	13.7%	4	56.7%	47
Others, Zone 12	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	3.9%	59	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	12.3%	4	1.6%	1
Others, Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.5%	23	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 15																								
Chalfont St. Peter Village Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	2.8%	42	3.2%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	4.2%	63	0.0%	0	7.6%	4	1.6%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	8.5%	3	4.0%	1	0.9%	0	0.0%	0
Pinner Village Centre	2.2%	34	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	1	4.0%	1	1.0%	0	0.0%	0
Ruislip Town Centre	2.3%	35	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	8.1%	123	0.0%	0	3.4%	2	0.8%	0	15.7%	3	4.8%	2	6.8%	1	0.7%	0	1.1%	0	1.0%	0	7.1%	2	8.3%	7
Others, Zone 18	0.6%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.5%	38	0.0%	0	0.0%	0	0.0%	0	1.3%	0	5.2%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.6%	8	0.0%	0	0.0%	0	1.8%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	2.6%	39	0.0%	0	0.7%	0	5.0%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	8.9%	4	0.0%	0	3.9%	1	0.0%	0
Wealdstone Local Centre	0.3%	5	0.0%	0	0.0%	0	0.8%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	0.5%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	7.4%	2	0.9%	0	0.0%	0
Aylesbury Town Centre	1.0%	15	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	7.4%	112	4.3%	3	11.1%	7	19.2%	5	7.4%	1	10.3%	5	2.3%	0	8.3%	4	13.6%	6	11.0%	2	4.2%	1	12.0%	10
Chalfont St. Giles Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	3.7%	56	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Hatfield Town Centre	1.4%	21	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
High Wycombe Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Luton Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.3%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	2.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	6.0%	91	1.9%	1	0.0%	0	2.4%	1	0.0%	0	4.4%	2	6.1%	1	2.1%	1	1.5%	1	1.0%	0	3.5%	1	3.1%	3
Others																								
Abroad	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.9%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1511		64		59		26		17		46		19		43		40		21		33		84
Sample:		1538		61		70		78		67		71		60		82		71		69		67		64

Q39 Which centre / facility did you last visit to go to pubs, bars and nightclubs?
Those who go to pub / bars, nightclubs or a social club at Q35: AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	10.1%	93	65.7%	28	49.4%	16	23.4%	3	2.1%	0	0.0%	0	2.7%	0	13.8%	4	21.0%	4	0.0%	0	21.8%	5	1.2%	1
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.1%	1	1.6%	1	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Bushey Town Centre	1.1%	10	4.4%	2	1.3%	0	46.5%	7	3.8%	0	0.0%	0	0.0%	0	1.0%	0	1.9%	0	0.0%	0	1.8%	0	0.0%	0
Zone 4																								
Radlett Town Centre	1.1%	10	4.8%	2	0.0%	0	0.0%	0	37.2%	3	9.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	11.7%	1	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.4%	13	0.0%	0	0.0%	0	17.7%	2	3.1%	0	30.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	1.2%	11	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	2.7%	25	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	11	1.8%	0	42.4%	6	0.0%	0	0.0%	0
Others, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.6%	5	2.5%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	4	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.7%	6	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	25.2%	4	1.4%	0	0.0%	0
Elstree Village Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.6%	6	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.8%	0	7.8%	1	4.0%	1	0.0%	0
Others, Zone 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 10																								
Abbots Langley Village Centre	1.3%	12	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.3%	10	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kings Langley Village Centre	0.5%	4	1.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	9.3%	2	1.2%	1
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Others, Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.2%	1
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	6.8%	62	0.0%	0	16.4%	5	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	5.4%	1	80.0%	43
Others, Zone 12	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	3.7%	34	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Others, Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Zone 15																								
Chalfont St. Peter Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	3.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.8%	7	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	7.6%	70	0.0%	0	3.8%	1	0.0%	0	27.4%	2	10.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.2%	1
Others, Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	8.3%	76	1.2%	1	21.3%	7	0.0%	0	7.9%	1	8.2%	2	4.7%	1	3.9%	1	23.4%	4	11.9%	2	3.2%	1	1.2%	1
Chalfont St. Giles Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.3%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	4.8%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Hatfield Town Centre	2.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
High Wycombe Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.6%	6	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	6.1%	56	0.0%	0	0.0%	0	3.4%	0	0.0%	0	8.2%	2	6.6%	1	3.2%	1	5.6%	1	4.6%	1	4.0%	1	3.6%	2
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		914		43		32		14		8		19		11		30		17		15		24		54
Sample:		878		32		37		33		29		32		33		58		25		47		41		39

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q40 Which centre / facility did you last visit to go ten-pin bowling? *Those who go ten pin bowling at Q35: AND Excl. Nulls & SFT*																								
Zone 2																								
Hollywood Bowl, Woodside Leisure Park, Watford, WD25 7JZ	58.5%	182	100.0%	32	100.0%	24	76.7%	3	81.9%	3	54.9%	7	58.4%	2	97.6%	16	54.3%	6	100.0%	6	100.0%	4	68.8%	7
Zone 11																								
Others, Zone 11	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Others Outside Study Area																								
Go Bowling, Grove Park, Court Drive, Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Eden Centre, Denmark Street, High Wycombe, HP11 2DB	3.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Finchley High Road, Leisure Way, Finchley	5.7%	18	0.0%	0	0.0%	0	23.3%	1	0.0%	0	36.5%	5	28.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Stevenage Leisure Park, Six Hills Way, Stevenage	6.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, The Galaxy Centre, Bridge Street, Luton	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rogue Bowling, Gatehouse Way, Aylesbury, HP19 8DB	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	21.8%	68	0.0%	0	0.0%	0	0.0%	0	18.1%	1	8.6%	1	13.3%	1	2.4%	0	42.9%	5	0.0%	0	0.0%	0	24.9%	3
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		311		32		24		3		4		13		4		17		11		6		4		10
Sample:		245		20		26		11		12		15		11		17		9		10		9		7

Q41 Which centre / facility did you last visit to play bingo?
Those who go to bingo at Q35: AND Excl. Nulls & SFT

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Zone 5												
Gala, The Point, Shenley Road, Borehamwood, WD6 1EH	54.4% 13	0.0% 0	100.0% 2	100.0% 1	60.0% 0	100.0% 3	99.9% 0	99.9% 0	100.1% 1	0.0% 0	0.0% 0	24.4% 1
Zone 18												
Top Ten Bingo, Verulam Industrial Estate, London Road, St Albans	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Others Outside Study Area												
Gala, High Street, Aylesbury, HP20 1SE	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Mecca Bingo, Danestrete, Stevenage	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Mecca, Skimpot Road, Luton, LU4 0JB	20.3% 5	100.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	22.7% 0	51.2% 1
Raging Ball Club, Corporation Street, High Wycombe, HP13 6TQ	4.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	77.3% 1	0.0% 0
Others, outside study area	21.0% 5	0.0% 0	0.0% 0	0.0% 0	39.9% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 1	0.0% 0	24.4% 1
Others												
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know / can't remember)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	24	2	2	1	0	3	0	0	1	1	1	3
Sample:	36	1	4	2	3	6	1	1	2	1	4	4

Q42 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?
Those who visit theatre / concert halls, museums / art galleries at Q35: AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	4.5%	51	32.8%	13	9.5%	3	19.7%	4	2.9%	0	1.2%	0	0.0%	0	7.7%	2	10.7%	3	14.4%	2	30.9%	5	2.5%	1
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.6%	7	0.0%	0	1.4%	0	1.3%	0	18.7%	3	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.8%	9	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	19.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	8
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	3.2%	37	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.9%	1	1.5%	0	1.2%	0	0.0%	0	2.0%	0	6.0%	1	2.9%	2
Others, Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	3.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	4.2%	1	5.0%	3
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	71.2%	819	65.9%	26	82.6%	22	78.1%	17	73.6%	10	87.9%	34	79.3%	11	72.6%	18	85.5%	28	67.7%	9	50.1%	9	62.7%	33
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Hatfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
High Wycombe Town Centre	0.5%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	4.0%	46	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	4.4%	51	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	3.8%	1	0.0%	0	1.8%	0	2.5%	1
Others																								
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1150		39		27		21		14		38		14		24		33		14		18		53
Sample:		1139		43		37		65		55		56		42		53		44		46		42		46

Q43 How do you normally travel when visiting leisure destinations?

Those who participate in one or more leisure activities at Q35:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Car / van (as driver)	56.5%	1096	49.7%	44	43.1%	31	64.5%	20	78.8%	16	48.8%	31	63.4%	18	60.0%	28	62.0%	33	69.2%	17	69.0%	27	68.7%	72
Car / van (as passenger)	8.7%	169	4.3%	4	30.6%	22	1.5%	0	1.3%	0	7.0%	4	5.4%	2	4.9%	2	2.1%	1	6.2%	1	8.9%	4	4.6%	5
Bus, minibus or coach	2.9%	56	9.6%	8	1.8%	1	3.3%	1	0.0%	0	1.7%	1	1.8%	1	0.6%	0	5.9%	3	0.0%	0	0.8%	0	1.2%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.0%	193	18.4%	16	6.2%	5	8.2%	3	4.2%	1	12.7%	8	8.2%	2	19.8%	9	7.9%	4	8.2%	2	8.3%	3	13.3%	14
Taxi	1.5%	30	1.2%	1	6.6%	5	0.0%	0	1.5%	0	0.7%	0	1.5%	0	1.5%	1	0.6%	0	0.0%	0	0.0%	0	1.2%	1
Train	13.5%	262	5.6%	5	11.1%	8	18.3%	6	12.1%	2	19.1%	12	13.5%	4	9.7%	5	19.8%	11	8.4%	2	8.6%	3	8.4%	9
Metro	1.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Bicycle	0.3%	6	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube / Underground	1.3%	25	0.0%	0	0.6%	0	2.9%	1	0.0%	0	0.7%	0	0.0%	0	1.7%	1	1.8%	1	2.5%	1	1.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	67	4.7%	4	0.0%	0	1.3%	0	2.1%	0	8.1%	5	4.6%	1	1.9%	1	0.0%	0	2.0%	0	2.9%	1	2.5%	3
Weighted base:		1940		88		73		30		21		64		29		47		54		24		40		104
Sample:		1926		78		85		95		85		87		82		92		85		84		88		84

Q44 Which leisure facilities would you like to see more of in the area? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bars / pubs / nightclubs	1.9%	41	0.0%	0	2.2%	2	8.2%	3	0.6%	0	0.7%	0	0.0%	0	0.0%	0	2.6%	2	1.0%	0	1.4%	1	2.8%	3
Better / cheaper public transport	0.1%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	0	0.0%	0	0.0%	0
Better disabled access / facilities	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better shopping facilities	1.5%	32	0.5%	1	0.0%	0	2.8%	1	0.0%	0	0.9%	1	1.9%	1	0.6%	0	3.9%	2	0.0%	0	0.0%	0	1.1%	1
Bingo	0.1%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bowling alley	3.8%	84	0.0%	0	0.0%	0	4.5%	2	2.3%	1	7.8%	6	0.6%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0	11.0%	13
Bowling green	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	6.3%	139	10.6%	12	0.9%	1	13.6%	5	12.2%	3	5.6%	4	10.4%	4	1.4%	1	4.2%	3	2.7%	1	2.9%	1	2.4%	3
Concert hall / venue	0.6%	13	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	3
Cycle paths / area	0.8%	17	1.9%	2	0.0%	0	2.2%	1	0.6%	0	0.7%	0	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.7%	0	1.7%	2
Dance facilities	0.1%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Extreme sports	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Golf course	0.2%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	0	0.0%	0	2.2%	3
Health and fitness (gym)	2.3%	50	4.4%	5	0.0%	0	2.8%	1	8.1%	2	2.3%	2	0.0%	0	1.4%	1	0.5%	0	4.3%	1	1.4%	1	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.1%	47	0.5%	1	0.4%	0	2.2%	1	0.0%	0	0.7%	0	3.2%	1	0.0%	0	16.2%	10	1.0%	0	0.0%	0	0.0%	0
Indoor soft play areas	0.3%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Leisure centre	2.1%	46	5.3%	6	0.0%	0	0.0%	0	3.4%	1	4.0%	3	1.5%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / cheaper parking	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More activities for teenagers / young adults	0.7%	16	0.0%	0	0.0%	0	0.5%	0	0.0%	0	8.8%	6	1.5%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
More activities for the elderly	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	1
More children facilities / activities	2.0%	44	5.3%	6	0.0%	0	0.6%	0	0.6%	0	13.3%	9	1.3%	0	0.6%	0	0.0%	0	6.5%	2	0.7%	0	2.2%	3
More footpaths / walkways	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.6%	1
More sports facilities (football pitches, tennis courts)	2.5%	55	5.7%	6	0.0%	0	2.8%	1	0.6%	0	7.5%	5	0.6%	0	0.6%	0	0.5%	0	0.7%	0	5.3%	2	0.6%	1
Museum / art galleries	0.7%	15	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	8.0%	10
Paintballing	0.4%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Play spaces / park facilites	1.7%	38	1.9%	2	0.0%	0	0.0%	0	3.1%	1	4.0%	3	1.3%	0	0.0%	0	3.5%	2	2.9%	1	0.7%	0	1.1%	1
Restaurants / cafés	2.6%	58	5.7%	6	1.7%	2	6.6%	2	5.8%	1	0.6%	0	1.3%	0	0.0%	0	5.8%	4	1.7%	0	3.1%	1	12.6%	15
Skateboarding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1
Swimming pool	7.6%	167	9.6%	11	2.2%	2	0.6%	0	6.6%	2	7.2%	5	0.0%	0	8.1%	4	6.7%	4	5.5%	2	3.9%	2	2.9%	3
Table tennis / snooker / pool venues	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Theatre	3.5%	78	1.9%	2	0.4%	0	0.5%	0	0.0%	0	2.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.7%	0	5.9%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art classes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Better community centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bicycle trails / cycle lanes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1
Boxing club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing wall centre	0.1%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designated bridleways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor ski slope	0.0%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better signage	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
More family-orientated activities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More festivals	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More motor sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More religious centres (e.g. churches, temples etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roller disco	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.1%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water park	0.1%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	63.2%	1398	62.3%	69	82.9%	75	63.1%	23	63.2%	15	53.4%	38	69.5%	24	69.1%	34	56.9%	34	68.1%	19	68.8%	30	60.6%	72
(Don't know)	5.5%	123	5.1%	6	8.7%	8	3.9%	1	0.9%	0	5.3%	4	7.0%	2	4.9%	2	4.3%	3	6.6%	2	11.1%	5	2.0%	2
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

GEN Gender of respondent.

Male	32.8%	724	49.9%	55	26.0%	24	40.1%	15	30.2%	7	23.1%	16	33.0%	11	26.5%	13	39.4%	24	30.5%	9	47.2%	21	32.3%	39
Female	67.2%	1486	50.1%	56	74.0%	67	59.9%	22	69.8%	16	76.9%	54	67.0%	23	73.5%	36	60.6%	37	69.5%	20	52.8%	23	67.7%	81
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

AGE Could I ask how old you are please?

18 – 24 years	7.7%	171	10.5%	12	9.9%	9	0.0%	0	0.0%	0	7.5%	5	7.3%	3	6.7%	3	23.9%	14	0.0%	0	0.0%	0	12.4%	15
25 – 34 years	10.9%	240	15.8%	17	34.6%	31	25.3%	9	13.0%	3	0.0%	0	14.6%	5	13.4%	7	6.0%	4	0.0%	0	16.3%	7	12.4%	15
35 – 44 years	17.2%	380	33.5%	37	17.5%	16	24.6%	9	32.2%	8	29.2%	21	10.3%	4	23.8%	12	21.1%	13	23.1%	7	8.7%	4	26.3%	31
45 – 54 years	15.8%	348	18.9%	21	25.3%	23	25.6%	9	16.4%	4	21.6%	15	11.2%	4	16.9%	8	15.0%	9	10.3%	3	19.1%	8	24.5%	29
55 – 64 years	20.1%	445	12.0%	13	4.1%	4	9.9%	4	13.2%	3	15.3%	11	16.6%	6	16.1%	8	7.2%	4	23.5%	7	21.5%	9	10.4%	12
65+ years	24.3%	538	6.3%	7	7.2%	7	14.6%	5	16.7%	4	23.1%	16	29.4%	10	23.0%	11	19.9%	12	30.1%	9	30.8%	13	13.2%	16
(Refused)	4.0%	89	3.1%	3	1.4%	1	0.0%	0	8.5%	2	3.3%	2	10.6%	4	0.0%	0	6.9%	4	13.0%	4	3.6%	2	0.9%	1
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

PC Postcode Sector	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
AL1 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 2	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 4	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 5	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL109	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL2 1	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL2 2	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL2 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 4	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 5	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 6	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 7	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL4 0	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL4 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL4 9	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 2	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 3	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 4	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 5	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL6 9	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL8 7	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL9 6	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL9 7	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN4 0	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN4 9	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN5 2	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN5 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN5 4	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN5 5	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 2	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 4	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 5	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA1 4	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 0	1.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 6	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 7	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 9	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 7	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 7	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
HA4 8	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 9	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 1	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 2	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 3	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 4	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 5	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA6 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA6 2	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	5	0.0%	0	0.0%	0	0.0%	0
HA6 3	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	18	0.0%	0	0.0%	0	0.0%	0
HA7 1	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA7 2	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA7 3	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA7 4	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA8 0	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA8 5	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA8 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA8 7	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA8 8	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA8 9	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP1 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9
HP1 2	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP1 3	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP2 4	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	13
HP2 5	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	22
HP2 6	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP2 7	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	14
HP224	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP225	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP234	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP235	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP236	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP3 0	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP3 8	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	19
HP3 9	2.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	44
HP4 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP4 2	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP4 3	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP5 1	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP5 2	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP5 3	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU1 3	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU1 4	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU2 9	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU6 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU6 2	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU6 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
LU7 0	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 1	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 2	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 3	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 4	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 9	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW7 3	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW7 4	1.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SG4 8	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL9 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL9 9	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB9 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB9 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD171	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD172	0.3%	7	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD173	0.5%	12	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD174	0.3%	7	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD180	0.7%	15	13.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD186	0.3%	7	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD187	1.1%	24	21.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD188	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD194	1.1%	24	21.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD195	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	14	0.0%	0	0.0%	0	0.0%	0
WD196	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	14	0.0%	0	0.0%	0	0.0%	0
WD197	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	0.0%	0	0.0%	0	0.0%	0
WD231	0.5%	11	0.0%	0	0.0%	0	31.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD232	0.6%	14	12.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD233	0.4%	10	0.0%	0	0.0%	0	26.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD234	0.5%	11	0.0%	0	0.0%	0	31.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD244	0.1%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD245	1.2%	26	0.0%	0	28.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD246	0.1%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD247	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD250	0.3%	6	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD257	1.0%	23	0.0%	0	25.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD258	0.2%	4	0.0%	0	0.0%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD259	1.3%	30	0.0%	0	32.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 1	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 3	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	7	0.0%	0	0.0%	0
WD3 5	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.9%	15	0.0%	0	0.0%	0
WD3 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0
WD3 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 9	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	5	0.0%	0	0.0%	0
WD4 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	9	0.0%	0
WD4 9	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	5	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
WD5 0	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.6%	30	0.0%	0
WD6 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 2	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 3	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 4	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 5	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD7 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	17.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD7 8	0.6%	12	0.0%	0	0.0%	0	0.0%	0	53.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD7 9	0.3%	7	0.0%	0	0.0%	0	0.0%	0	29.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100
QUOTA Zone																								
Zone 1	5.0%	111	100.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	4.1%	91	0.0%	0	100.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	1.6%	36	0.0%	0	0.0%	0	100.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	1.1%	23	0.0%	0	0.0%	0	0.0%	0	100.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	1.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	2.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	60	0.0%	0	0.0%	0	0.0%	0
Zone 9	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%	0
Zone 10	2.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	44	0.0%	0
Zone 11	5.4%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	119
Zone 12	3.2%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	2.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	14.8%	326	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	4.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17	8.0%	176	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18	7.8%	172	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19	2.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20	16.4%	362	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21	3.5%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22	6.0%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2210		111		91		36		23		71		34		50		60		28		44		119
Sample:		2210		100		102		100		100		100		100		101		100		100		100		100

Appendix 2:

Data Tabulations

By Zones 12-22 – Filtered Nulls & SFT (Weighted)

Q01 Where did you last undertake your main food and grocery shopping?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Iceland, The Parade, Watford, WD17 1NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford, WD17 2TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watford Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Watford, WD17 2DH	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ascot Road, Watford, WD18 8AA	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Albert Road South, Watford, WD17 1PE	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Colnhurst Road, Langley, Watford, WD17 4BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Watford, WD17 2BJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whippendell Road, Watford, WD18 7NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lower High Street, Watford, WD17 2BD	3.6%	75	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	10	0.0%	0	0.0%	0
Other stores, Zone 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Co-op, St. Albans Road, Watford, WD24 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Odhams Industrial Estate, St Albans Road, Watford, WD24 7RT	3.4%	71	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Co-op, Abbotswood Park, Leavesden, Watford, WD25 7LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gossamers, Garston, Watford, WD25 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cow Lane, Watford, WD25 9JS	2.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Tesco Express, St. Albans	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Road, Watford, WD24 4AU																								
Waitrose, Dome Roundabout, St. Albans Road, Watford, WD24 7RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Tesco Express (Esso), High Road, Bushey Heath, Bushey, WD23 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Harcourt Road, Bushey, Watford, WD23 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Tesco Express, Watling Street, Radlett, WD7 7LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Watling Street, Radlett	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Sainsbury's Superstore, Shenley Road, Borehamwood, WD6 1AA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Station), Allum Lane, Elstree, Borehamwood, WD6 3LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Road, Borehamwood, WD6 4EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Organ Hall Road, Borehamwood, WD6 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Shenley Road, Borehamwood, WD6 1AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood, WD6 4PR	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
WD6 4PR																								
Morrisons, Stirling Way, Borehamwood, WD6 2RN	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	5	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	3.5%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	22	0.0%	0	0.0%	0
Other stores, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar, EN6 3AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Potters Bar	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, South Mimms Services, M25 Motorway, Junction 23, Potters Bar, EN6 3QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	1.0%	3	0.0%	0	0.0%	0
Other stores, Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Iceland, High Street, Rickmansworth, WD3 1AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Croxley Green, WD3 3ER	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rickmansworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth, WD3 8DS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Rickmansworth, WD3 1BB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX	1.1%	23	0.0%	0	0.8%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homestead Road, Rickmansworth, WD3 1FX	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Waitrose, Green Lane, Northwood, HA6 2XW	1.5%	32	0.0%	0	0.0%	0	0.0%	0	3.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Co-op, St. Andrews Road, South Oxey, Watford, WD19 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Co-op, The Parade, Carpenders Park, Watford, WD19 5BL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, South Oxhey, Watford, WD19 6EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth, WD3 4DF	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Road, Chorleywood, Rickmansworth, WD3 5LH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Tesco Express, College Road, Abbots Langley, WD5 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Abbots Langley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Marks & Spencer, Marlowes, Hemel Hempstead, HP1 1BL	0.1%	2	0.7%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Hemel Hempstead, HP3 9AA	1.4%	30	5.5%	3	8.5%	4	0.6%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Redbourn Road, Hemel Hempstead, HP2 7BA	1.3%	27	9.3%	6	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.4%	9	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Asda, Hillfield Road, Hemel Hempstead, HP2 4AA	0.6%	12	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead, HP2 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bellgate, Highfield, Hemel Hempstead, HP2 5SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Heights, Hemel Hempstead, HP2 5NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead, HP2 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hillfield Road, Hemel Hempstead, HP2	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
4AB																								
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead, HP2 4TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead, HP3 9QZ	3.1%	65	38.2%	23	2.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead, HP2 7QH	0.3%	6	2.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Express, Fletcher Way, Hemel Hempstead, HP2 5SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead, HP3 8AP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Marlowes, Hemel Hempstead, HP1 1DT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Jarman Way, Hemel Hempstead, HP2 4JS	2.4%	50	16.4%	10	5.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Co-op, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead, HP2 6BJ	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QF	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Waitrose, St John's Well Lane, Berkhamsted, HP4 1HS	2.2%	45	6.5%	4	53.8%	23	17.6%	4	0.0%	0	7.0%	6	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Berkhamstead	0.2%	3	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Northchurch, Berkhamsted, HP4 3QR	0.2%	4	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Berkhamsted, HP4 3AP	0.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Waitrose, St John's Well Court, Berkhamsted, HP4 1HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Co-op, Silk Mill Way, Tring, HP23 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Dolphin Square, Tring	0.2%	4	0.0%	0	0.0%	0	5.0%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	1.8%	37	0.0%	0	7.8%	3	66.5%	16	0.0%	0	19.2%	16	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 14	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Morrisons, Trident Point, Harrow, HA1 4BB	1.7%	34	0.0%	0	0.0%	0	0.0%	0	10.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Field End Road, Eastcote, HA5 1QH	0.4%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Eastcote, Pinner, HA5 2ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harefield, Uxbridge, UB9 6BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Orbital Road, Denham, Uxbridge, UB9 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridge Street, Pinner, HA5 3HZ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	3.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bishops Walk, Pinner, HA5 5QQ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	3.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Ruislip, HA4 8JB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Bury Street, Ruislip, HA4 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End, HA5 4QT	1.2%	24	0.0%	0	0.0%	0	0.0%	0	5.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other stores, Harrow	3.0%	63	0.0%	0	0.0%	0	0.0%	0	12.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	21	0.0%	0	0.0%	0
Sainsbury's Local, Eastcote Tube Station, Field End Road, Eastcote, HA5 1RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Ruislip, HA4 7AS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER	0.4%	8	0.0%	0	0.0%	0	0.0%	0	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barters Walk, Pinner, HA5 5LU	1.7%	35	0.0%	0	0.0%	0	0.0%	0	11.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Joel Street, Northwood Hills,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Pinner, HA5 2PA																								
Tesco Express, Fieldend Road, Eastcote, HA5 1QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravel Hill, Chalfont St. Peter, Gerrards Cross, SL9 0NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ruislip, HA4 8LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Park Way, Ruislip, HA4 8NR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hatch End, Pinner, HA5 4JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG	2.6%	53	0.0%	0	0.0%	0	0.0%	0	15.4%	48	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip, HA4 7DS	0.6%	13	0.0%	0	0.0%	0	0.0%	0	4.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 15	1.1%	22	0.0%	0	0.0%	0	0.0%	0	6.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Waitrose, The Backs, Chesham, HP5 1DR	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Elgiva Lane, Chesham, HP5 2YA	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Co-op, Manor Road, Caddington, Luton, LU1 4EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunstable	1.9%	38	5.3%	3	0.8%	0	0.6%	0	0.0%	0	0.0%	0	19.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other stores, Leighton Buzzard (Zone 17)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 17	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Zone 18																								
Co-op, Cell Barnes Lane, St. Albans, AL1 5PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Redbourn, St. Albans, AL3 7LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Street, How Wood, St. Albans, AL2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
2RA																								
Co-op, Watford Road, St. Albans, AL2 3EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, St. Albans, AL1 3TG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer (BP), Verluam Road, St. Albans, AL3 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Watling Street, St. Albans, AL2 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Peter's Street, St. Albans, AL1 3DP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hatfield Road, St. Albans, AL1 4SU	2.9%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	49	16.4%	10	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Local, Marshalswick Lane, St. Albans, AL1 4UZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Everard Close, St. Albans, AL1 2QU	2.3%	48	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	41	1.4%	1	0.0%	0	7.4%	5	0.0%	0
Tesco Express, Beech Road, St. Albans, AL3 5AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hatfield Road, St. Albans, AL1 4JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Luton Road, Harpenden, AL5 3BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Tesco Express, St Bredlades Place, Jersey Farm Estate, St Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, St. Peters Street, St. Albans, AL1 3EB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ermine Close, Mayne Avenue, St. Albans, AL3 4JZ	0.9%	18	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, St Albans City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Co-op, Bradmore Green, Brookmans Park, Hatfield, AL9 7QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Co-op, Haseldine Road, London Colney, St. Albans, AL2 1RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnet Road, London Colney, St. Albans, AL2 1AB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Colney Fields Shopping Park, London Colney, AL2 1AB	1.8%	38	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	18.2%	11	1.4%	5	0.0%	0	0.0%	0
Tesco Express, High Street, London Colney, AL2 1JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Asda, High Street, Wealdstone, HA3 7AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Iceland, High Street, Barnet, EN5 5XQ	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	29	0.0%	0	0.0%	0
Lidl, High Street, Edgware, HA8 7LH	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	12	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore, HA7 4HB	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Wealdstone, HA3 7HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BQ	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	20	0.0%	0	0.0%	0
Sainsbury's Superstore, The Broadway, Stanmore, HA7 4DA	2.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	42	0.0%	0	0.0%	0
Tesco Express, Cannons Corner, Stone Grove, Edgware, HA8 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Glengall Road, Edgware, HA8 8TE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Tesco Express, Hale Lane, Edgware, HA8 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Barnet, EN5 5SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mill Hill, Broadway, NW7 3DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mollison Way, Edgware, HA8 5QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Burnt Oak Broadway, Edgware, HA8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	6	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
0BE																								
Waitrose, The Spires Shopping Centre, High Street, Barnet	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	30	0.0%	0	0.0%	0
Other stores, Zone 20	2.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	51	0.0%	0	0.0%	0
Zone 21																								
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	12
Co-op, Shoplands Parade, Knightsfield, Welwyn Garden City, AL8 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Luton Airport, Luton, LU2 9LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Welwyn, AL6 9EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eaton Green Road, Luton, LU2 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Aldi, Church Street, Dunstable, LU5 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairlands Way, Stevenage, SG1 1FZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Kingsbury Road, Kingsbury, NW9 9HN	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Luton, LU1 1HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Parkhouse Court, Hatfield, AL10 9RQ	1.1%	24	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	3.7%	2	2.9%	10	0.0%	0	2.5%	3
Aldi, Scott Road, Luton, LU3 3BF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Victoria Retail Park,	0.7%	13	0.0%	0	0.0%	0	0.0%	0	3.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
South Ruislip, HA4 0AJ																								
Aldi, Vimy Road, Leighton Buzzard	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Capitol Way, off Edgware Road, Colindale, NW9 0AS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Monkswood Way, Stevenage, SG1 1LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Asda, Town Centre, Hatfield, AL10 0JP	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	5.3%	3	0.0%	0	0.0%	0	16.0%	20
Co-op, Biscot Road, Luton, LU3 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadwater Crescent, Stevenage, SG2 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cole Green Lane, Welwyn Garden City, AL7 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, College Lane, Hatfield, AL10 9AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Grove, Ludwick, Welwyn Garden City, AL7 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Homestead Road, Birchwood, Hatfield, AL10 0QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Knebworth, SG3 6EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Whipperly Ring, Luton, LU1 5RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roe Green Centre, Bishops Rise, Hatfield, AL10 9HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southdown Road, Harpenden, AL5 1PU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	7	0.0%	0
Co-op, The Hyde, Shephall, Stevenage, SG2 9SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wigmore Lane, Luton, LU2 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fretherne Road, Welwyn Garden City, AL8 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Luton, LU1 3JX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Iceland, Town Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Hatfield, AL10 0JW																								
Lidl, Francis Street, Luton, LU1 1HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Road, Luton, LU3 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moors Walk, Panshanger, Welwyn Garden City, AL7 2BQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
M&S Simply Food, Bancroft, Hitchin, SG5 1LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Church Green Parade, Harpenden, AL5 2TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Marks & Spencer (BP), Luton Road, Townsend, Harpenden, AL5 2UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Morrisons, Edgware Road, Colindale, NW9 0AS	0.5%	10	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	9	0.0%	0	0.0%	0
Other stores, Aylesbury	1.0%	20	0.0%	0	0.0%	0	3.8%	1	0.0%	0	21.3%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Charcot Road, Colindale, NW9 5WU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahame Park, Colindale, NW9 5ZN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Church Road, Welwyn Garden City, AL8 6SA	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	21.4%	27
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Sainsbury's Superstore, High Street, Harpenden, AL5 2RU	1.9%	40	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	11	0.0%	0	0.0%	0	40.4%	27	0.7%	1
Sainsbury's Superstore, Hitchin Road, Stevenage, SG1 4AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Long Drive, Ruislip	0.8%	17	0.0%	0	0.0%	0	0.0%	0	5.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Magpie Crescent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Stevenage, SG2 7DU																								
Sainsbury's Superstore, Nash Way, Kenton, Harrow, HA3 0JA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Quantock Rise, Luton LU3 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chenies Parade, Chalfont Station Road, Little Chalfont, HP7 9PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Stevenage, SG1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hitchin Station, Hitchin, SG4 9SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Harrow, HA3 8RQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0
Tesco Express, Mobbsbury Way, Stevenage, SG2 0LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moors Walk, Welwyn Garden City, AL7 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield, AL9 5JY	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	4.4%	3	16.7%	21
Tesco Extra, The Forum, Stevenage, SG1 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Luton Mall, Luton, LU1 2LL	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9
Tesco Superstore, Broadwater Retail Park, London Road, Stevenage, SG2 8DT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	2	11.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
6UN																								
Waitrose, High Street, Stevenage, SG1 3EH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose, Leyton Road, Harpenden, AL5 2TJ	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	24.1%	16	0.0%	0
Waitrose, Station Road, Gerrards Cross, SL9 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sycamore Road, Amersham, HP6 5DR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Other stores, outside study area	4.7%	97	2.2%	1	0.0%	0	0.9%	0	2.0%	6	2.0%	2	14.2%	24	0.0%	0	27.5%	16	12.1%	42	0.0%	0	0.5%	1
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2067		61		43		24		312		83		172		165		59		351		67		125
Sample:		2029		88		90		95		99		92		99		94		97		96		90		93

Q02 Where did you undertake your main food and grocery shopping the time before last?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Iceland, The Parade, Watford, WD17 1NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford, WD17 2TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Watford, WD17 2DH	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ascot Road, Watford, WD18 8AA	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Albert Road South, Watford, WD17 1PE	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Colnhurst Road, Langley, Watford, WD17 4BU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Watford, WD17 2BJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whippendell Road, Watford, WD18 7NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lower High Street, Watford, WD17 2BD	4.2%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	2.9%	10	0.0%	0	0.0%	0
Other stores, Zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Co-op, St. Albans Road, Watford, WD24 4AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Odhams Industrial Estate, St Albans Road, Watford, WD24 7RT	2.1%	43	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood Park, Leavesden, Watford, WD25 7LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gossamers, Garston, Watford, WD25 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cow Lane, Watford, WD25 9JS	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Tesco Express, St. Albans	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Road, Watford, WD24 4AU																								
Waitrose, Dome Roundabout, St. Albans Road, Watford, WD24 7RU	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Tesco Express (Esso), High Road, Bushey Heath, Bushey, WD23 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Harcourt Road, Bushey, Watford, WD23 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Tesco Express, Watling Street, Radlett, WD7 7LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Watling Street, Radlett	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Sainsbury's Superstore, Shenley Road, Borehamwood, WD6 1AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Station), Allum Lane, Elstree, Borehamwood, WD6 3LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Road, Borehamwood, WD6 4EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Organ Hall Road, Borehamwood, WD6 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Shenley Road, Borehamwood, WD6 1AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood, WD6 4PR	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.7%	2	0.0%	0	0.0%	0
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
WD6 4PR																								
Morrisons, Stirling Way, Borehamwood, WD6 2RN	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	16	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	2.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	15	0.0%	0	0.0%	0
Other stores, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar, EN6 3AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Potters Bar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, South Mimms Services, M25 Motorway, Junction 23, Potters Bar, EN6 3QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	1.7%	6	0.0%	0	0.0%	0
Other stores, Zone 6	0.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Iceland, High Street, Rickmansworth, WD3 1AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Croxley Green, WD3 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rickmansworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth, WD3 8DS	0.2%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Rickmansworth, WD3 1BB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX	1.4%	30	0.0%	0	0.8%	0	0.0%	0	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homestead Road, Rickmansworth, WD3 1FX	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Waitrose, Green Lane, Northwood, HA6 2XW	1.5%	31	0.0%	0	0.0%	0	0.0%	0	5.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Andrews Road, South Oxey, Watford, WD19 7AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Co-op, The Parade, Carpenders Park, Watford, WD19 5BL	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, South Oxhey, Watford, WD19 6EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth, WD3 4DF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Road, Chorleywood, Rickmansworth, WD3 5LH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Tesco Express, College Road, Abbots Langley, WD5 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Abbots Langley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Marks & Spencer, Marlowes, Hemel Hempstead, HP1 1BL	0.1%	2	1.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Hemel Hempstead, HP3 9AA	2.1%	43	6.3%	4	17.4%	7	1.7%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	9.3%	6	0.0%	0
Aldi, Redbourn Road, Hemel Hempstead, HP2 7BA	1.1%	22	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Asda, Hillfield Road, Hemel Hempstead, HP2 4AA	1.0%	20	16.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead, HP2 7BA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bellgate, Highfield, Hemel Hempstead, HP2 5SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Heights, Hemel Hempstead, HP2 5NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead, HP2 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hillfield Road, Hemel Hempstead, HP2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
4AB																								
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead, HP2 4TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead, HP3 9QZ	3.0%	61	23.1%	14	2.4%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead, HP2 7QH	0.5%	9	4.1%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Express, Fletcher Way, Hemel Hempstead, HP2 5SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead, HP3 8AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Marlowes, Hemel Hempstead, HP1 1DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Jarman Way, Hemel Hempstead, HP2 4JS	2.6%	54	19.5%	12	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Co-op, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QE	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead, HP2 6BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Waitrose, St John's Well Lane, Berkhamsted, HP4 1HS	2.1%	43	7.1%	4	47.9%	19	19.5%	5	0.0%	0	7.5%	6	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Berkhamstead	0.2%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Northchurch, Berkhamsted, HP4 3QR	0.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Berkhamsted, HP4 3AP	0.3%	6	0.0%	0	15.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Waitrose, St John's Well Court, Berkhamsted, HP4 1HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Co-op, Silk Mill Way, Tring, HP23 5EP	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Dolphin Square, Tring	0.4%	9	0.0%	0	0.0%	0	16.4%	4	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	1.4%	28	0.0%	0	5.7%	2	46.1%	11	0.0%	0	17.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 14	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Morrisons, Trident Point, Harrow, HA1 4BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Field End Road, Eastcote, HA5 1QH	0.4%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Eastcote, Pinner, HA5 2ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harefield, Uxbridge, UB9 6BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Orbital Road, Denham, Uxbridge, UB9 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridge Street, Pinner, HA5 3HZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bishops Walk, Pinner, HA5 5QQ	0.7%	14	0.0%	0	0.0%	0	0.0%	0	4.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Ruislip, HA4 8JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Bury Street, Ruislip, HA4 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End, HA5 4QT	1.5%	31	0.0%	0	0.0%	0	0.0%	0	4.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0
Other stores, Harrow	4.6%	94	0.0%	0	0.0%	0	0.0%	0	21.3%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	27	0.0%	0	0.0%	0
Sainsbury's Local, Eastcote Tube Station, Field End Road, Eastcote, HA5 1RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Ruislip, HA4 7AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER	0.4%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barters Walk, Pinner, HA5 5LU	1.4%	29	0.0%	0	0.0%	0	0.0%	0	9.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Joel Street, Northwood Hills,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Pinner, HA5 2PA																								
Tesco Express, Fieldend Road, Eastcote, HA5 1QL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravel Hill, Chalfont St. Peter, Gerrards Cross, SL9 0NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ruislip, HA4 8LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Park Way, Ruislip, HA4 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hatch End, Pinner, HA5 4JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG	3.1%	64	0.0%	0	0.0%	0	0.0%	0	17.9%	55	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	3	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip, HA4 7DS	0.8%	17	0.0%	0	0.0%	0	0.0%	0	5.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 15	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Waitrose, The Backs, Chesham, HP5 1DR	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Elgiva Lane, Chesham, HP5 2YA	0.9%	19	0.8%	0	0.0%	0	0.9%	0	0.0%	0	22.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Co-op, Manor Road, Caddington, Luton, LU1 4EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lake Street, Leighton Buzzard	1.5%	32	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.8%	1	17.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunstable	1.4%	30	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	24	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	2
Other stores, Leighton Buzzard (Zone 17)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 17	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Co-op, Cell Barnes Lane, St. Albans, AL1 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Redbourn, St. Albans, AL3 7LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Street, How Wood, St. Albans, AL2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
2RA																								
Co-op, Watford Road, St. Albans, AL2 3EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, St. Albans, AL1 3TG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer (BP), Verluam Road, St. Albans, AL3 4DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Watling Street, St. Albans, AL2 2NN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Peter's Street, St. Albans, AL1 3DP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hatfield Road, St. Albans, AL1 4SU	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	21	16.1%	9	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Local, Marshalswick Lane, St. Albans, AL1 4UZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Everard Close, St. Albans, AL1 2QU	2.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	30	2.3%	1	1.0%	3	6.5%	4	0.7%	1
Tesco Express, Beech Road, St. Albans, AL3 5AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Hatfield Road, St. Albans, AL1 4JL	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	13	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Luton Road, Harpenden, AL5 3BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Bredlades Place, Jersey Farm Estate, St Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, St. Peters Street, St. Albans, AL1 3EB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ermine Close, Mayne Avenue, St. Albans, AL3 4JZ	1.0%	21	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	13	1.2%	1	0.0%	0	1.1%	1	0.5%	1
Local shops, St Albans City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Co-op, Bradmore Green, Brookmans Park, Hatfield, AL9 7QR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Co-op, Haseldine Road, London Colney, St. Albans, AL2 1RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnet Road, London Colney, St. Albans, AL2 1AB	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.7%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Colney Fields Shopping Park, London Colney, AL2 1AB	1.8%	37	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	17.0%	10	1.7%	6	0.0%	0	0.0%	0
Tesco Express, High Street, London Colney, AL2 1JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Asda, High Street, Wealdstone, HA3 7AE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	8	0.0%	0	0.0%	0
Iceland, High Street, Barnet, EN5 5XQ	1.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	31	0.0%	0	0.0%	0
Lidl, High Street, Edgware, HA8 7LH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore, HA7 4HB	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	14	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Wealdstone, HA3 7HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BQ	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	33	0.0%	0	0.0%	0
Sainsbury's Superstore, The Broadway, Stanmore, HA7 4DA	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	32	0.0%	0	0.0%	0
Tesco Express, Cannons Corner, Stone Grove, Edgware, HA8 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Glengall Road, Edgware, HA8 8TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hale Lane, Edgware, HA8 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Barnet, EN5 5SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mill Hill, Broadway, NW7 3DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mollison Way, Edgware, HA8 5QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Burnt Oak Broadway, Edgware, HA8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
0BE																								
Waitrose, The Spires Shopping Centre, High Street, Barnet	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	21	0.0%	0	0.0%	0
Other stores, Zone 20	2.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	47	0.0%	0	0.0%	0
Zone 21																								
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	14
Co-op, Shoplands Parade, Knightsfield, Welwyn Garden City, AL8 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Luton Airport, Luton, LU2 9LY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, High Street, Welwyn, AL6 9EQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Eaton Green Road, Luton, LU2 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Aldi, Church Street, Dunstable, LU5 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairlands Way, Stevenage, SG1 1FZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Kingsbury Road, Kingsbury, NW9 9HN	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Luton, LU1 1HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Aldi, Parkhouse Court, Hatfield, AL10 9RQ	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10	2.0%	1	2.9%	10	3.3%	2	2.5%	3
Aldi, Scott Road, Luton, LU3 3BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Retail Park,	0.8%	16	0.0%	0	0.0%	0	0.0%	0	4.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
South Ruislip, HA4 0AJ																								
Aldi, Vimy Road, Leighton Buzzard	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Capitol Way, off Edgware Road, Colindale, NW9 0AS	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	11	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Monkswood Way, Stevenage, SG1 1LA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Town Centre, Hatfield, AL10 0JP	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	9.7%	6	0.0%	0	0.8%	1	11.1%	13
Co-op, Biscot Road, Luton, LU3 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadwater Crescent, Stevenage, SG2 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cole Green Lane, Welwyn Garden City, AL7 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, College Lane, Hatfield, AL10 9AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Grove, Ludwick, Welwyn Garden City, AL7 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Homestead Road, Birchwood, Hatfield, AL10 0QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Knebworth, SG3 6EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Whipperly Ring, Luton, LU1 5RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roe Green Centre, Bishops Rise, Hatfield, AL10 9HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southdown Road, Harpenden, AL5 1PU	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	11.2%	8	0.0%	0
Co-op, The Hyde, Shephall, Stevenage, SG2 9SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wigmore Lane, Luton, LU2 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fretherne Road, Welwyn Garden City, AL8 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Luton, LU1 3JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Iceland, Town Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Hatfield, AL10 0JW																								
Lidl, Francis Street, Luton, LU1 1HU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	3
Lidl, Marsh Road, Luton, LU3 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moors Walk, Panshanger, Welwyn Garden City, AL7 2BQ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9
M&S Simply Food, Bancroft, Hitchin, SG5 1LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Church Green Parade, Harpenden, AL5 2TW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Marks & Spencer (BP), Luton Road, Townsend, Harpenden, AL5 2UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	9
Morrisons, Edgware Road, Colindale, NW9 0AS	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	0.0%	0
Other stores, Aylesbury	1.0%	22	0.0%	0	0.0%	0	7.4%	2	0.0%	0	22.3%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Charcot Road, Colindale, NW9 5WU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahame Park, Colindale, NW9 5ZN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Church Road, Welwyn Garden City, AL8 6SA	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	2.7%	2	10.3%	12
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, High Street, Harpenden, AL5 2RU	1.2%	24	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	26.0%	18	1.3%	1
Sainsbury's Superstore, Hitchin Road, Stevenage, SG1 4AE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Long Drive, Ruislip	0.8%	16	0.0%	0	0.0%	0	0.0%	0	5.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Magpie Crescent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Stevenage, SG2 7DU																								
Sainsbury's Superstore, Nash Way, Kenton, Harrow, HA3 0JA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Quantock Rise, Luton LU3 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Chenies Parade, Chalfont Station Road, Little Chalfont, HP7 9PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Stevenage, SG1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hitchin Station, Hitchin, SG4 9SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Harrow, HA3 8RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mobbsbury Way, Stevenage, SG2 0LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moors Walk, Welwyn Garden City, AL7 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield, AL9 5JY	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	4.3%	3	22.1%	26
Tesco Extra, The Forum, Stevenage, SG1 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Luton Mall, Luton, LU1 2LL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Tesco Superstore, Broadwater Retail Park, London Road, Stevenage, SG2 8DT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER	0.4%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
6UN																								
Waitrose, High Street, Stevenage, SG1 3EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Leyton Road, Harpenden, AL5 2TJ	1.2%	24	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0	21.7%	15	0.0%	0
Waitrose, Station Road, Gerrards Cross, SL9 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sycamore Road, Amersham, HP6 5DR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, outside study area	5.7%	117	1.2%	1	0.0%	0	1.5%	0	6.2%	19	1.0%	1	18.1%	31	0.0%	0	23.0%	13	11.1%	39	0.0%	0	7.7%	9
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2058		61		41		24		310		83		172		161		57		350		68		120
Sample:		2020		87		91		95		98		92		99		90		94		96		91		89

Q03 Which retailer do you purchase your main food internet / home delivery shopping from?

Those who last did their main food shopping via the Internet Q01:

Asda	2.0%	3	4.5%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	10.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	2	0.0%	0	0.0%	0	23.9%	2	54.9%	4
Iceland	0.7%	1	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.4%	16	19.3%	2	37.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.2%	1	0.0%	0	20.2%	2	16.0%	1
Tesco	38.0%	52	8.9%	1	32.4%	1	93.9%	2	16.0%	2	73.3%	5	30.0%	1	55.4%	3	23.0%	1	46.7%	5	23.9%	2	19.3%	1
Ocado	27.4%	38	58.4%	6	29.7%	1	6.1%	0	21.3%	3	17.8%	1	70.0%	3	19.1%	1	16.4%	0	53.3%	6	20.2%	2	9.9%	1
Waitrose	9.1%	13	0.0%	0	0.0%	0	0.0%	0	62.8%	9	0.0%	0	0.0%	0	0.0%	0	16.4%	0	0.0%	0	11.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Co	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S (Click & Collect)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	1	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		138		10		3		2		14		7		4		6		3		11		9		7
Sample:		175		12		10		5		3		8		3		5		5		4		10		6

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Q04 What is the main reason you choose (STORE MENTIONED AT Q01) for your main food and grocery shopping?																								
Accessibility by public transport	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.7%	1	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.4%	9	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.5%	1
Car parking provision	2.5%	56	0.0%	0	1.7%	1	2.9%	1	1.3%	4	3.4%	3	1.4%	2	3.4%	6	3.5%	2	4.9%	18	10.9%	8	1.9%	3
Choice of food goods available	6.7%	148	4.2%	3	4.5%	2	10.8%	3	5.3%	17	9.8%	9	2.1%	4	5.6%	10	12.6%	8	8.6%	31	15.3%	12	10.5%	14
Choice of shops nearby selling non-food goods	0.5%	10	0.0%	0	0.0%	0	1.1%	0	0.6%	2	0.7%	1	1.0%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	2	0.6%	1	0.0%	0	1.4%	5	0.0%	0	0.0%	0
Cleanliness	0.5%	11	1.1%	1	0.9%	0	1.7%	0	0.9%	3	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Convenient generally	3.2%	70	1.5%	1	2.6%	1	1.4%	0	0.0%	0	0.0%	0	1.0%	2	28.1%	48	2.2%	1	0.0%	0	5.6%	4	6.8%	9
Delivery service	1.6%	36	1.5%	1	1.3%	1	6.6%	2	0.0%	0	0.7%	1	0.0%	0	1.9%	3	0.0%	0	0.7%	3	6.1%	5	1.9%	3
Easy to get to by car	1.3%	28	1.2%	1	0.5%	0	0.6%	0	1.3%	4	0.0%	0	2.1%	4	5.4%	9	0.8%	0	0.0%	0	1.4%	1	3.1%	4
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / know where everything is	0.6%	14	0.6%	0	0.0%	0	0.0%	0	0.7%	2	1.4%	1	1.4%	2	0.6%	1	0.0%	0	0.0%	0	5.3%	4	1.0%	1
Good / long opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Good internal layout	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.9%	1	0.7%	2	0.0%	0	0.7%	1
Good service / friendly staff	1.0%	23	0.0%	0	9.4%	4	0.6%	0	0.0%	0	2.3%	2	0.7%	1	0.6%	1	2.6%	2	1.4%	5	0.0%	0	0.0%	0
Good special offers / discounts	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Habit / always use it / preference for retailer	4.4%	97	12.5%	9	7.8%	4	1.3%	0	4.6%	15	5.3%	5	2.1%	4	6.6%	11	3.9%	2	4.6%	17	2.6%	2	1.6%	2
Has a Click & Collect service	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	10	0.0%	0	0.0%	0
Has a petrol station	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	5	0.0%	0	0.0%	0
I get / give a lift to that store	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Internet - fast / easy delivery	0.6%	14	7.2%	5	1.5%	1	0.6%	0	0.0%	0	2.8%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Internet shopping is convenient	3.0%	66	3.9%	3	4.1%	2	8.7%	2	4.2%	14	4.4%	4	1.0%	2	0.0%	0	3.2%	2	2.3%	8	3.7%	3	1.3%	2
Large store	1.1%	24	0.0%	0	7.8%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.7%	2	0.0%	0	6.0%	8
Lower prices	8.7%	192	7.3%	5	11.4%	5	4.2%	1	10.0%	32	7.1%	6	9.1%	16	12.3%	21	4.2%	3	4.1%	15	2.9%	2	4.1%	5
Loyalty card / points scheme	1.5%	34	2.0%	1	1.6%	1	0.6%	0	2.2%	7	5.5%	5	2.1%	4	0.0%	0	1.5%	1	1.0%	3	1.0%	1	2.4%	3
Near to home	35.2%	777	20.5%	15	24.3%	11	35.1%	9	39.3%	128	30.3%	27	36.4%	64	17.1%	30	39.0%	24	47.8%	173	24.9%	19	27.2%	36
Near to Marks & Spencer store	0.2%	4	0.6%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Near to work	2.6%	57	2.6%	2	0.0%	0	2.7%	1	0.0%	0	0.9%	1	9.6%	17	0.0%	0	0.8%	0	3.8%	14	0.0%	0	13.5%	18
Nice shopping environment	0.4%	8	0.0%	0	0.0%	0	0.6%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	1	0.0%	0
Only one in the area / no other choice	0.2%	4	0.0%	0	3.3%	2	1.4%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
such as banks and other financial services																								
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	7.6%	168	7.4%	5	3.5%	2	7.1%	2	10.6%	35	4.8%	4	5.9%	10	6.3%	11	7.4%	5	7.2%	26	10.6%	8	4.0%	5
Quality of shops selling food goods	0.5%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.7%	3	0.7%	1	0.7%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet / not too big	0.7%	15	3.9%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.7%	3	0.0%	0	0.5%	1
Staff discount / work there	1.6%	34	7.9%	6	0.0%	0	7.1%	2	1.5%	5	0.7%	1	2.7%	5	0.6%	1	0.8%	0	0.0%	0	1.5%	1	3.1%	4
Value for money	5.5%	122	9.3%	7	9.5%	4	2.8%	1	11.5%	37	4.8%	4	8.9%	16	0.9%	2	3.4%	2	1.2%	4	0.7%	1	3.7%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient for visiting family / friends	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Disabled access / facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
For a change	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Free newspaper	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free samples whilst shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good company ethics	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good mix of brands and non-brands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of organic products	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection of bulk-buy items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good-sized store (not too big / small)	0.1%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Had vouchers to use	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a car wash	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Has a clothing section	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an in-store pharmacy	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have shares in the company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
In the area / passing at the time	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
In-store café	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
New store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of gluten-free products	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Range of services in-store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-scanning facility	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supporting local business	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional / old-fashioned	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
store																								
Well-staffed / plenty of checkouts open	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well-stocked shelves	0.0%	1	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wide aisles	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don’t know / no reason in particular)	3.1%	69	1.9%	1	0.5%	0	0.6%	0	1.5%	5	3.9%	4	4.9%	9	1.7%	3	3.4%	2	1.6%	6	2.7%	2	1.3%	2
Bright / well-lit store	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Q05 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01) ?																								
(Nothing)	64.6%	1429	60.0%	43	57.3%	26	67.2%	18	65.9%	215	60.2%	55	62.5%	110	61.1%	105	56.9%	35	71.7%	260	51.0%	39	66.6%	88
Aisle obstructions (e.g. stock cages, staff shopping for online customers etc.)	0.2%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	3	0.0%	0	0.0%	0
Change layout too often	2.0%	43	0.0%	0	0.0%	0	0.8%	0	1.5%	5	1.6%	1	0.7%	1	3.8%	7	2.3%	1	4.4%	16	0.0%	0	0.8%	1
Congested entrance / exits	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get out of car park	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	2.7%	2	3.7%	5
Difficult to get to	0.4%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	2	0.8%	0	0.0%	0	1.0%	1	0.0%	0
Difficult to park / lack of parking	2.9%	63	3.7%	3	1.3%	1	2.2%	1	1.5%	5	2.3%	2	4.8%	9	4.1%	7	3.0%	2	4.7%	17	4.9%	4	0.7%	1
Dirty / untidy / scruffy store	0.5%	10	0.0%	0	0.6%	0	1.1%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.8%	0	0.7%	3	0.0%	0	1.1%	1
Discontinued items	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shelves	1.0%	23	1.1%	1	0.7%	0	1.4%	0	0.7%	2	3.4%	3	0.7%	1	2.4%	4	0.8%	0	0.0%	0	2.5%	2	0.0%	0
Expensive	5.2%	116	5.3%	4	21.9%	10	1.3%	0	6.0%	20	4.1%	4	1.7%	3	4.3%	7	6.8%	4	4.0%	14	2.5%	2	8.0%	11
Expensive parking	1.0%	23	1.3%	1	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	5.8%	4	5.5%	7
Internal building work	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - can't chose / see the actual products	0.5%	12	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.5%	1
Internet - delivery charges	0.5%	11	0.0%	0	0.0%	0	6.6%	2	2.7%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - difficult to navigate the website	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Internet - don't always see special offers	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - inferior substituted items	0.5%	11	7.2%	5	0.7%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Internet - slow / busy website / poor connection	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of brands / too many own-label products	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.8%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.0%	110	5.1%	4	1.6%	1	5.2%	1	6.9%	22	8.3%	8	3.1%	5	4.8%	8	11.7%	7	3.8%	14	6.7%	5	3.9%	5
No petrol station	0.1%	3	0.0%	0	0.0%	0	1.2%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough staff / queues at the checkout	1.2%	26	1.5%	1	0.5%	0	0.0%	0	1.5%	5	0.0%	0	0.7%	1	0.0%	0	1.9%	1	1.4%	5	0.0%	0	0.0%	0
Poor internal layout	0.6%	13	1.9%	1	6.7%	3	0.6%	0	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	1	0.5%	1
Poor quality	1.1%	24	1.9%	1	0.5%	0	1.6%	0	0.6%	2	2.1%	2	1.0%	2	0.6%	1	2.7%	2	1.0%	3	1.4%	1	1.8%	2
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short sell-by dates	1.1%	25	0.0%	0	0.0%	0	1.3%	0	0.9%	3	4.1%	4	8.2%	14	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Staff rude / unhelpful	1.2%	26	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.3%	13	1.1%	1	0.0%	0	8.9%	7	0.5%	1
Too busy / big	2.4%	53	5.8%	4	0.0%	0	1.0%	0	2.0%	6	3.7%	3	2.2%	4	0.9%	2	1.6%	1	1.6%	6	0.0%	0	1.5%	2
Too cold inside	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Too far away	0.7%	15	0.9%	1	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many self-service	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
checkouts																								
Too small	2.8%	62	0.7%	0	0.0%	0	2.5%	1	2.9%	9	2.0%	2	6.0%	11	3.3%	6	0.0%	0	3.7%	13	3.1%	2	2.9%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking pay machines often don't work	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charge 10p for carrier bags	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Checkout conveyor belts are too short	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas goods stocked too early	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Confusing / incorrect pricing	0.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Confusing special offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copying branded goods' packaging	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling rack is not under cover	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty trolleys	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinued items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't cater for single people	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Don't stock certain items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feeling rushed at the checkout	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General decline / not the same as it used to be	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0
Has Starbucks for the in-store café	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have to pay for parking before shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - expensive delivery charges	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - goods are poorly packed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - items too near their sell-by dates	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet - sometimes don't get the full order delivered	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loyalty card scheme not as generous now	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narrow aisles	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
No butchers section	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No clothing section	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No cooking instructions on own-brand products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No customer toilets	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No in-store café	0.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No locally-sourced fresh produce	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
No other shops nearby	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No petrol station	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No phone signal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
No self-service checkouts	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough Kosher food stocked	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough disabled parking / facilities	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough trolleys	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
People parking there without shopping in store	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polythene bags are too thin	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0
Poor Sunday opening hours	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Poor clothing section	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor company ethics	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor management	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality in-store café	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Pot holes in the car park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Recycle bins are obstructive	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repeated warnings about the fire alarm test	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Self-scanning service	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many branches close together	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many bulk-buy items	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many special offers on junk food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too student-orientated	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Under-handed price rises	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unhygenic toilets	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untidy / messy shelves	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.6%	12	0.0%	0	0.6%	0	0.6%	0	0.6%	2	0.0%	0	0.7%	1	0.9%	2	1.5%	1	0.0%	0	0.0%	0	0.8%	1
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
MeanScore: visits per week																								
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)																								
Daily	2.7%	60	1.1%	1	2.2%	1	0.6%	0	2.2%	7	0.7%	1	1.7%	3	2.1%	4	2.7%	2	9.3%	34	3.2%	2	1.3%	2
At least two times a week	14.3%	315	8.5%	6	21.7%	10	15.4%	4	16.8%	55	15.0%	14	17.5%	31	10.4%	18	18.9%	12	13.9%	50	26.9%	21	9.6%	13
At least once a week	62.5%	1381	62.4%	45	57.6%	26	68.8%	18	54.3%	177	65.0%	59	69.0%	121	64.0%	110	61.5%	38	56.5%	205	57.0%	44	64.5%	85
At least once a fortnight	11.9%	263	12.9%	9	14.5%	7	8.8%	2	8.0%	26	8.3%	7	8.4%	15	15.5%	27	11.9%	7	14.8%	54	7.5%	6	15.9%	21
At least once a month	5.2%	115	11.1%	8	2.1%	1	3.5%	1	10.8%	35	10.3%	9	0.7%	1	1.7%	3	3.4%	2	1.9%	7	3.4%	3	7.4%	10
At least every two months	0.5%	12	1.3%	1	0.0%	0	0.0%	0	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Less often	0.2%	4	0.9%	1	0.0%	0	1.5%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.8%	17	0.7%	0	0.0%	0	0.0%	0	3.6%	12	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	43	1.2%	1	1.8%	1	1.5%	0	2.4%	8	0.7%	1	0.7%	1	6.3%	11	0.8%	0	3.0%	11	1.9%	1	1.3%	2
Mean:		*1.49*		*1.15*		*1.71*		*1.42*		*1.48*		*1.38*		*1.57*		*1.37*		*1.64*		*1.91*		*1.96*		*1.24*
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100
Q07 How do you normally travel to (STORE MENTIONED AT Q01)? *Excluding those who last did their main food shopping via the Internet Q01:*																								
Car / van (as driver)	76.9%	1594	83.5%	51	64.5%	28	89.3%	22	79.4%	248	76.3%	64	77.4%	133	76.1%	127	69.8%	41	69.5%	244	73.6%	50	81.0%	102
Car / van (as passenger)	7.8%	162	11.3%	7	1.9%	1	4.2%	1	8.1%	25	3.5%	3	6.3%	11	11.8%	20	18.1%	11	7.1%	25	6.5%	4	5.4%	7
Bus (including the busway or guided bus), minibus or coach	2.7%	57	0.0%	0	1.1%	0	1.2%	0	2.3%	7	2.9%	2	1.4%	2	2.2%	4	2.4%	1	3.8%	13	0.8%	1	1.0%	1
Motorcycle, scooter or moped	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	2	0.0%	0	0.0%	0
Walk	9.5%	196	4.5%	3	22.7%	10	5.3%	1	8.8%	28	13.9%	12	6.4%	11	7.6%	13	7.2%	4	16.6%	58	16.6%	11	4.3%	5
Taxi	0.7%	14	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.8%	1	5.8%	7
Train	0.9%	20	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0	8.4%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	19	0.0%	0	7.2%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	2	0.0%	0	1.7%	6	1.6%	1	0.0%	0
(Don't travel - goods delivered)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Weighted base:		2073		61		43		24		312		84		172		166		59		351		67		126
Sample:		2035		88		90		95		99		93		99		95		97		96		90		94

MeanScore: time taken (minutes)

Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?
Excluding those who last did their main food shopping via the Internet Q01:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
1 - 5 minutes	38.9%	806	12.0%	7	38.0%	16	43.7%	11	58.7%	183	12.7%	11	25.6%	44	39.8%	66	33.8%	20	42.5%	149	58.6%	40	26.7%	34
6 - 10 minutes	32.1%	666	42.7%	26	28.5%	12	26.7%	7	25.2%	79	48.3%	40	32.4%	56	29.7%	49	40.2%	24	30.5%	107	24.6%	17	26.1%	33
11 - 15 minutes	14.8%	307	26.4%	16	19.1%	8	18.4%	4	6.2%	19	18.6%	16	22.3%	38	21.3%	35	15.4%	9	12.7%	45	6.3%	4	21.4%	27
16 - 20 minutes	6.9%	143	5.8%	4	5.8%	2	7.4%	2	4.4%	14	8.4%	7	5.1%	9	6.0%	10	6.1%	4	7.4%	26	5.2%	3	14.0%	18
21 - 25 minutes	1.8%	37	11.0%	7	1.4%	1	0.6%	0	0.0%	0	4.0%	3	1.4%	2	0.0%	0	3.3%	2	4.3%	15	0.8%	1	1.7%	2
26 - 30 minutes	1.8%	36	0.0%	0	0.0%	0	0.9%	0	2.0%	6	4.4%	4	1.0%	2	0.6%	1	0.0%	0	0.0%	0	1.9%	1	6.3%	8
31 - 35 minutes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
36 - 40 minutes	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 45 minutes	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	2	0.0%	0	0.0%	0
46 - 50 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 55 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60 minutes	0.5%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.5%	1
61+ minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	51	2.2%	1	7.2%	3	2.3%	1	1.3%	4	1.7%	1	10.6%	18	1.6%	3	0.0%	0	1.0%	3	0.8%	1	3.3%	4
(Refused)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Mean:		*10.08*		*12.79*		*9.35*		*9.23*		*8.61*		*13.29*		*11.30*		*9.28*		*10.27*		*10.01*		*7.77*		*12.36*
Weighted base:		2073		61		43		24		312		84		172		166		59		351		67		126
Sample:		2035		88		90		95		99		93		99		95		97		96		90		94

MeanScore: £

Q09 How much on average does your household normally spend on main food and grocery shopping in a week?

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.4%	9	0.0%	0	0.5%	0	1.7%	0	0.0%	0	0.9%	1	0.7%	1	0.9%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
£11 - £15	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.9%	1	1.0%	3	2.9%	2	0.0%	0
£16 - £20	2.3%	50	1.3%	1	12.9%	6	7.1%	2	1.3%	4	0.9%	1	10.3%	18	2.1%	4	0.0%	0	0.7%	2	1.7%	1	1.0%	1
£21 - £25	1.4%	32	1.7%	1	1.1%	0	1.5%	0	2.2%	7	0.7%	1	1.7%	3	0.0%	0	0.8%	0	2.0%	7	0.0%	0	0.5%	1
£26 - £30	2.6%	57	1.9%	1	1.6%	1	1.3%	0	8.2%	27	1.6%	1	2.8%	5	2.1%	4	2.4%	1	0.0%	0	2.2%	2	1.1%	1
£31 - £35	1.2%	26	0.6%	0	1.3%	1	1.1%	0	0.7%	2	3.2%	3	1.4%	3	0.0%	0	2.3%	1	1.4%	5	1.4%	1	0.5%	1
£36 - £40	4.1%	91	1.2%	1	0.7%	0	3.2%	1	1.5%	5	2.5%	2	7.4%	13	6.4%	11	3.1%	2	5.3%	19	4.9%	4	1.9%	2
£41 - £45	2.3%	51	1.2%	1	0.5%	0	1.1%	0	3.7%	12	2.0%	2	2.1%	4	0.6%	1	1.5%	1	2.0%	7	1.7%	1	1.2%	2
£46 - £50	8.1%	179	3.4%	2	3.5%	2	7.7%	2	1.5%	5	8.5%	8	4.1%	7	12.9%	22	3.9%	2	21.0%	76	5.3%	4	9.1%	12
£51 - £55	1.5%	33	1.7%	1	0.6%	0	2.1%	1	2.2%	7	0.7%	1	2.9%	5	1.5%	3	2.6%	2	0.7%	2	1.4%	1	1.1%	1
£56 - £60	6.6%	146	10.6%	8	2.7%	1	3.7%	1	8.2%	27	11.0%	10	12.6%	22	6.0%	10	7.8%	5	4.4%	16	1.7%	1	7.6%	10
£61 - £65	1.6%	34	9.1%	7	1.8%	1	0.0%	0	0.0%	0	1.9%	2	0.7%	1	0.0%	0	4.8%	3	1.9%	7	0.7%	1	2.1%	3
£66 - £70	7.2%	159	11.2%	8	11.5%	5	10.8%	3	10.6%	35	4.8%	4	5.7%	10	7.6%	13	9.8%	6	6.8%	25	3.9%	3	4.2%	6
£71 - £75	2.5%	56	1.3%	1	4.0%	2	0.6%	0	2.2%	7	0.7%	1	1.7%	3	3.3%	6	2.9%	2	1.0%	3	2.4%	2	1.6%	2
£76 - £80	6.0%	133	6.4%	5	11.3%	5	3.5%	1	2.3%	7	4.6%	4	5.3%	9	5.3%	9	6.4%	4	5.4%	20	4.8%	4	9.3%	12
£81 - £85	0.8%	17	0.0%	0	0.5%	0	0.0%	0	0.9%	3	1.6%	1	0.7%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
£86 - £90	2.6%	57	1.5%	1	0.7%	0	2.3%	1	0.6%	2	3.7%	3	2.0%	3	7.4%	13	3.9%	2	1.4%	5	3.4%	3	2.9%	4
£91 - £95	0.3%	6	0.0%	0	0.0%	0	1.4%	0	0.9%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	16.4%	363	20.5%	15	14.0%	6	15.8%	4	18.3%	60	15.3%	14	10.6%	19	8.0%	14	19.6%	12	18.2%	66	26.6%	20	22.1%	29
£101 - £120	6.0%	131	5.4%	4	3.7%	2	3.0%	1	6.9%	23	3.0%	3	5.3%	9	10.2%	18	6.6%	4	5.2%	19	9.7%	7	9.1%	12
£121 - £140	3.6%	80	2.6%	2	1.7%	1	1.2%	0	4.9%	16	5.7%	5	3.1%	5	3.1%	5	0.0%	0	0.7%	3	4.0%	3	0.5%	1
£141 - £160	4.1%	91	4.5%	3	8.4%	4	6.2%	2	3.2%	10	4.6%	4	4.4%	8	3.0%	5	2.1%	1	1.4%	5	5.1%	4	2.6%	3
£161 - £180	1.0%	22	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.4%	5	0.7%	1	0.7%	1
£181 - £200	1.4%	32	0.6%	0	0.6%	0	0.6%	0	0.9%	3	2.1%	2	0.0%	0	0.9%	2	0.0%	0	2.8%	10	0.7%	1	2.4%	3
£201 - £250	0.5%	10	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.8%	0	0.0%	0	0.7%	1	0.0%	0
£250+	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	2.9%	2	0.0%	0
(Don't know)	10.2%	225	8.0%	6	8.3%	4	20.2%	5	12.2%	40	16.7%	15	8.5%	15	9.3%	16	7.3%	4	10.4%	38	7.5%	6	13.9%	18
(Refused)	4.0%	89	3.2%	2	8.0%	4	3.2%	1	6.5%	21	3.4%	3	4.1%	7	4.3%	7	6.9%	4	3.7%	13	3.6%	3	4.7%	6
Mean:		*83.12*		*84.35*		*77.24*		*76.16*		*80.34*		*82.80*		*67.75*		*85.80*		*78.42*		*78.73*		*95.90*		*86.92*
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

Q10 When you go main food shopping is your trip linked with any other activity?
Excluding those who last did their main food shopping via the Internet Q01:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Yes – getting petrol	2.9%	59	1.7%	1	3.1%	1	2.7%	1	0.9%	3	0.0%	0	5.9%	10	4.4%	7	0.9%	0	2.4%	8	0.0%	0	0.0%	0
Yes – leisure activity	2.6%	54	0.0%	0	3.5%	2	2.3%	1	3.5%	11	3.9%	3	4.9%	8	4.5%	7	2.2%	1	0.7%	2	1.7%	1	7.8%	10
Yes – non-food shopping	7.7%	159	2.5%	2	7.8%	3	2.9%	1	6.0%	19	13.2%	11	3.2%	5	4.0%	7	10.5%	6	12.5%	44	25.8%	17	10.1%	13
Yes – other food shopping	1.9%	39	4.8%	3	2.0%	1	1.5%	0	1.7%	5	1.7%	1	2.9%	5	0.0%	0	2.8%	2	2.1%	7	1.6%	1	0.7%	1
Yes – travelling to / from school / college / university	1.1%	23	0.8%	0	0.6%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	1.5%	5	0.8%	1	0.0%	0
Yes – travelling to / from work	4.5%	93	16.3%	10	3.2%	1	6.2%	2	5.4%	17	4.8%	4	9.8%	17	0.0%	0	2.6%	1	3.9%	14	3.1%	2	7.5%	9
Yes – visiting café / pub / restaurant	3.5%	73	15.9%	10	4.3%	2	4.3%	1	1.1%	4	3.7%	3	3.2%	5	6.0%	10	3.9%	2	3.1%	11	2.5%	2	3.3%	4
Yes – visiting family / friends	1.3%	26	0.0%	0	0.6%	0	10.4%	3	0.7%	2	0.0%	0	0.7%	1	2.2%	4	3.6%	2	2.9%	10	0.8%	1	0.5%	1
Yes – visiting health service such as doctor, dentist, hospital	0.4%	9	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	0	0.7%	2	0.8%	1	1.2%	2
Yes – visiting other service such as laundrette, hairdresser, recycling	1.4%	28	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	9.4%	16	3.6%	6	0.0%	0	0.7%	2	2.2%	2	0.0%	0
Yes – visiting services such as banks and other financial institutions	1.9%	39	0.0%	0	2.3%	1	0.6%	0	3.5%	11	2.2%	2	2.7%	5	1.6%	3	3.3%	2	2.1%	8	4.1%	3	0.7%	1
Yes – visiting the car wash	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing / strolling	0.7%	15	1.0%	1	0.0%	0	0.0%	0	0.7%	2	1.0%	1	0.7%	1	0.9%	2	0.0%	0	2.0%	7	0.0%	0	0.0%	0
Yes - dog walking	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Yes – other activity	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	3
(No activity)	67.3%	1395	54.0%	33	52.1%	22	58.0%	14	76.5%	239	68.0%	57	54.7%	94	62.3%	104	67.8%	40	65.5%	230	53.8%	36	57.7%	73
(Don’t know / varies)	2.2%	46	3.0%	2	20.5%	9	0.0%	0	0.0%	0	0.8%	1	0.8%	1	2.7%	4	1.7%	1	0.0%	0	2.0%	1	7.8%	10
Weighted base:		2073		61		43		24		312		84		172		166		59		351		67		126
Sample:		2035		88		90		95		99		93		99		95		97		96		90		94

Q11 Where do you do this linked trip?

Those who link their main food shopping trip with non-food shopping, other food shopping or visiting services at Q10: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	1.0%	2	28.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.9%	2	41.4%	2	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	7.1%	17	10.0%	0	9.4%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	6	0.0%	0
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	2.8%	6	10.5%	0	80.9%	4	46.0%	1	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	1.4%	3	0.0%	0	4.7%	0	36.8%	0	0.0%	0	18.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.1%	0	0.0%	0	0.0%	0	17.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	6.8%	16	0.0%	0	0.0%	0	0.0%	0	45.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	3.8%	9	0.0%	0	0.0%	0	0.0%	0	25.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	4.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	72.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	4.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.1%	7	6.9%	1	0.0%	0	5.2%	1	4.8%	1
Others, Zone 18	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	1.9%	5	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1	16.6%	2	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	5.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	20.3%	12	0.0%	0	0.0%	0
Edgware District Centre	6.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	16	0.0%	0	0.0%	0
Stanmore District Centre	7.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.1%	18	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0	57.0%	12	6.7%	1
Hatfield Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0	11.8%	2
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.9%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	7.9%	2	64.8%	8
Others, outside study area	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		234		4		5		1		35		14		13		9		10		59		21		13
Sample:		252		6		17		7		13		18		10		5		17		19		23		12

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	65.1%	1439	68.3%	49	73.4%	34	55.5%	15	79.7%	260	62.2%	57	54.3%	95	80.1%	138	57.3%	35	57.8%	209	70.4%	54	73.8%	98
No	34.9%	771	31.7%	23	26.6%	12	44.5%	12	20.3%	66	37.8%	34	45.7%	80	19.9%	34	42.7%	26	42.2%	153	29.6%	23	26.2%	35
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

Q13 Where did you last undertake your 'top up' shopping?
Those who do top-up shopping at Q12: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Iceland, The Parade, Watford, WD17 1NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford, WD17 2TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Watford Town Centre	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Watford, WD17 2DH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ascot Road, Watford, WD18 8AA	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Albert Road South, Watford, WD17 1PE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Colnhurst Road, Langley, Watford, WD17 4BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Watford, WD17 2BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whippendell Road, Watford, WD18 7NB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lower High Street, Watford, WD17 2BD	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Co-op, St. Albans Road, Watford, WD24 4AE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Odhams Industrial Estate, St Albans Road, Watford, WD24 7RT	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood Park, Leavesden, Watford, WD25 7LS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gossamers, Garston, Watford, WD25 9AD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cow Lane, Watford, WD25 9JS	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, St. Albans	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Road, Watford, WD24 4AU																								
Waitrose, Dome Roundabout, St. Albans Road, Watford, WD24 7RU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Tesco Express (Esso), High Road, Bushey Heath, Bushey, WD23 1EL	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey, Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Harcourt Road, Bushey, Watford, WD23 3PP	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 3	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Tesco Express, Watling Street, Radlett, WD7 7LA	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Watling Street, Radlett	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Radlett Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andrew Close, Shenley, Radlett, WD7 9LP	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Sainsbury's Superstore, Shenley Road, Borehamwood, WD6 1AA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Petrol Station), Allum Lane, Elstree, Borehamwood, WD6 3LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Road, Borehamwood, WD6 4EB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Organ Hall Road, Borehamwood, WD6 4TH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Shenley Road, Borehamwood, WD6 1AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood, WD6 4PR	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood,	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
WD6 4PR																								
Morrisons, Stirling Way, Borehamwood, WD6 2RN	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	0.8%	11	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other stores, Zone 5	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Zone 6																								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar, EN6 3AZ	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Potters Bar	0.2%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, South Mimms Services, M25 Motorway, Junction 23, Potters Bar, EN6 3QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Iceland, High Street, Rickmansworth, WD3 1AJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, New Road, Croxley Green, WD3 3ER	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rickmansworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth, WD3 8DS	0.7%	10	0.0%	0	0.0%	0	0.0%	0	3.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Rickmansworth, WD3 1BB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth, WD3 1LX	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homestead Road, Rickmansworth, WD3 1FX	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 7	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Waitrose, Green Lane, Northwood, HA6 2XW	1.1%	16	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St. Andrews Road, South Oxey, Watford, WD19 7AD	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Co-op, The Parade, Carpenders Park, Watford, WD19 5BL	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Prestwick Road, South Oxhey, Watford, WD19 6EG	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth, WD3 4DF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Road, Chorleywood, Rickmansworth, WD3 5LH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Tesco Express, College Road, Abbots Langley, WD5 0BT	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Abbots Langley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 10	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Marks & Spencer, Marlowes, Hemel Hempstead, HP1 1BL	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Hemel Hempstead, HP3 9AA	0.3%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Redbourn Road, Hemel Hempstead, HP2 7BA	0.2%	2	1.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hillfield Road, Hemel Hempstead, HP2 4AA	0.4%	6	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead, HP2 7BA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bellgate, Highfield, Hemel Hempstead, HP2 5SB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Heights, Hemel Hempstead, HP2 5NX	0.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead, HP2 4EW	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hillfield Road, Hemel Hempstead, HP2	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
4AB																								
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead, HP2 4TZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead, HP3 9QZ	0.6%	8	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead, HP2 7QH	0.4%	6	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fletcher Way, Hemel Hempstead, HP2 5SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead, HP3 8AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Marlowes, Hemel Hempstead, HP1 1DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Jarman Way, Hemel Hempstead, HP2 4JS	1.7%	23	18.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 11	1.3%	18	14.2%	6	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Co-op, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QE	0.2%	3	7.4%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead, HP2 6BJ	1.0%	14	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead, HP1 2QF	0.3%	4	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 12	0.3%	4	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Waitrose, St John's Well Lane, Berkhamsted, HP4 1HS	0.9%	13	1.1%	0	32.7%	11	2.9%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Berkhamstead	0.4%	5	1.1%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Northchurch, Berkhamsted, HP4 3QR	0.6%	9	0.0%	0	25.4%	8	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Berkhamsted, HP4 3AP	0.6%	8	0.0%	0	25.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Waitrose, St John's Well Court, Berkhamsted, HP4 1HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Co-op, Silk Mill Way, Tring, HP23 5EP	0.0%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Dolphin Square, Tring	0.7%	10	0.0%	0	0.0%	0	31.9%	5	0.0%	0	10.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Tring, HP23 5NB	1.4%	20	0.0%	0	0.8%	0	45.3%	7	0.0%	0	18.3%	10	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 14	0.2%	2	0.0%	0	0.0%	0	7.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Morrisons, Trident Point, Harrow, HA1 4BB	1.5%	20	0.0%	0	0.0%	0	0.0%	0	8.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Field End Road, Eastcote, HA5 1QH	1.6%	23	0.0%	0	0.0%	0	0.0%	0	9.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, Eastcote, Pinner, HA5 2ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Harefield, Uxbridge, UB9 6BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Orbital Road, Denham, Uxbridge, UB9 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridge Street, Pinner, HA5 3HZ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Bishops Walk, Pinner, HA5 5QQ	0.8%	11	0.0%	0	0.0%	0	0.0%	0	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Ruislip, HA4 8JB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Bury Street, Ruislip, HA4 7TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End, HA5 4QT	0.8%	11	0.0%	0	0.0%	0	0.0%	0	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Other stores, Harrow	4.2%	59	0.0%	0	0.0%	0	0.0%	0	15.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	20	0.0%	0	0.0%	0
Sainsbury's Local, Eastcote Tube Station, Field End Road, Eastcote, HA5 1RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Ruislip, HA4 7AS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Rayners Lane, Pinner, HA5 5ER	0.6%	9	0.0%	0	0.0%	0	0.0%	0	3.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Barters Walk, Pinner, HA5 5LU	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Joel Street, Northwood Hills,	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Pinner, HA5 2PA																								
Tesco Express, Fieldend Road, Eastcote, HA5 1QL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gravel Hill, Chalfont St. Peter, Gerrards Cross, SL9 0NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ruislip, HA4 8LR	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Park Way, Ruislip, HA4 8NR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Hatch End, Pinner, HA5 4JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ash Hill Drive, Pinner, HA5 2AG	2.7%	37	0.0%	0	0.0%	0	0.0%	0	13.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip, HA4 7DS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 15	3.3%	46	0.0%	0	0.0%	0	0.0%	0	17.3%	43	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Waitrose, The Backs, Chesham, HP5 1DR	0.6%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Elgiva Lane, Chesham, HP5 2YA	0.4%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 16	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Co-op, Manor Road, Caddington, Luton, LU1 4EE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Morrisons, Lake Street, Leighton Buzzard	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunstable	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Leighton Buzzard (Zone 17)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Vimy Road, Leighton Buzzard	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	9.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Waterborne Walk, Leighton Buzzard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 17	2.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Co-op, Cell Barnes Lane, St. Albans, AL1 5PX	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Redbourn, St. Albans, AL3 7LN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Park Street, How Wood, St. Albans, AL2	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
2RA																								
Co-op, Watford Road, St. Albans, AL2 3EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, St. Albans, AL1 3TG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Verluam Road, St. Albans, AL3 4DP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Watling Street, St. Albans, AL2 2NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Peter's Street, St. Albans, AL1 3DP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hatfield Road, St. Albans, AL1 4SU	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Marshalswick Lane, St. Albans, AL1 4UZ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Everard Close, St. Albans, AL1 2QU	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	10	2.0%	1	0.0%	0	1.7%	1	0.0%	0
Tesco Express, Beech Road, St. Albans, AL3 5AS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hatfield Road, St. Albans, AL1 4JL	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Luton Road, Harpenden, AL5 3BB	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	4.1%	2	0.9%	1
Tesco Express, St Bredlades Place, Jersey Farm Estate, St Albans, AL4 9RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans, AL4 9RG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, St. Peters Street, St. Albans, AL1 3EB	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ermine Close, Mayne Avenue, St. Albans, AL3 4JZ	0.1%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Albans City Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 18	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	7.9%	3	0.0%	0	0.0%	0	0.6%	1
Zone 19																								
Co-op, Bradmore Green, Brookmans Park, Hatfield, AL9 7QR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	5	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Co-op, Haseldine Road, London Colney, St. Albans, AL2 1RR	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Barnet Road, London Colney, St. Albans, AL2 1AB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Colney Fields Shopping Park, London Colney, AL2 1AB	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, London Colney, AL2 1JQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Zone 19	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Asda, High Street, Wealdstone, HA3 7AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Barnet, EN5 5XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Edgware, HA8 7LH	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0
Lidl, The Broadway, Stanmore, HA7 4HB	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Wealdstone, HA3 7HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwalk Shopping Centre, Station Road, Edgware, HA8 7BQ	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	17	0.0%	0	0.0%	0
Sainsbury's Superstore, The Broadway, Stanmore, HA7 4DA	2.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	27	0.0%	0	0.0%	0
Tesco Express, Cannons Corner, Stone Grove, Edgware, HA8 8AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Glengall Road, Edgware, HA8 8TE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hale Lane, Edgware, HA8 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Barnet, EN5 5SJ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	10	0.0%	0	0.0%	0
Tesco Express, Mill Hill, Broadway, NW7 3DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mollison Way, Edgware, HA8 5QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Burnt Oak Broadway, Edgware, HA8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
0BE																								
Waitrose, The Spires Shopping Centre, High Street, Barnet	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0
Other stores, Zone 20	2.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	38	0.0%	0	0.0%	0
Zone 21																								
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	3.1%	2	0.7%	1
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	12.7%	7	0.0%	0
Local shops, Wheathampstead Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Zone 22																								
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Stopsley, Luton, LU2 9TA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Co-op, Shoplands Parade, Knightsfield, Welwyn Garden City, AL8 7RH	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	18
M&S Simply Food, Luton Airport, Luton, LU2 9LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Welwyn, AL6 9EQ	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	11
Tesco Express, Eaton Green Road, Luton, LU2 9HD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Other Locations Outside Study Area																								
Aldi, Church Street, Dunstable, LU5 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fairlands Way, Stevenage, SG1 1FZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsbury Road, Kingsbury, NW9 9HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Laporte Retail Park, Luton, LU1 1HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Parkhouse Court, Hatfield, AL10 9RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Scott Road, Luton, LU3 3BF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Victoria Retail Park,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
South Ruislip, HA4 0AJ																								
Aldi, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Capitol Way, off Edgware Road, Colindale, NW9 0AS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Asda, Court Drive, Dunstable, LU5 4JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Monkswood Way, Stevenage, SG1 1LA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Asda, Town Centre, Hatfield, AL10 0JP	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	7.4%	2	0.0%	0	0.0%	0	3.1%	3
Co-op, Biscot Road, Luton, LU3 1AW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, Broadwater Crescent, Stevenage, SG2 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cole Green Lane, Welwyn Garden City, AL7 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, College Lane, Hatfield, AL10 9AB	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7
Co-op, Hall Grove, Ludwick, Welwyn Garden City, AL7 4PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Homestead Road, Birchwood, Hatfield, AL10 0QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Knebworth, SG3 6EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Whipperly Ring, Luton, LU1 5RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Roe Green Centre, Bishops Rise, Hatfield, AL10 9HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southdown Road, Harpenden, AL5 1PU	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	29.5%	16	0.6%	1
Co-op, The Hyde, Shephall, Stevenage, SG2 9SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wigmore Lane, Luton, LU2 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fretherne Road, Welwyn Garden City, AL8 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Park Street, Luton, LU1 3JX	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Iceland, Town Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Hatfield, AL10 0JW																								
Lidl, Francis Street, Luton, LU1 1HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marsh Road, Luton, LU3 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Moors Walk, Panshanger, Welwyn Garden City, AL7 2BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
M&S Simply Food, Bancroft, Hitchin, SG5 1LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Church Green Parade, Harpenden, AL5 2TW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Luton Road, Townsend, Harpenden, AL5 2UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Morrisons, Edgware Road, Colindale, NW9 0AS	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.9%	10	0.0%	0	0.0%	0
Other stores, Aylesbury	1.0%	13	0.0%	0	0.0%	0	2.5%	0	0.0%	0	20.6%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Charcot Road, Colindale, NW9 5WU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heath Parade, Grahame Park, Colindale, NW9 5ZN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Church Road, Welwyn Garden City, AL8 6SA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunstable Road, Luton, LU1 1DY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Sainsbury's Superstore, High Street, Harpenden, AL5 2RU	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	24.7%	13	3.3%	3
Sainsbury's Superstore, Hitchin Road, Stevenage, SG1 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Long Drive, Ruislip	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Magpie Crescent,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Stevenage, SG2 7DU																								
Sainsbury's Superstore, Nash Way, Kenton, Harrow, HA3 0JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Quantock Rise, Luton LU3 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Whinbush Road, Hitchin, SG5 1PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chenies Parade, Chalfont Station Road, Little Chalfont, HP7 9PH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Stevenage, SG1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Wheathampstead, AL4 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hitchin Station, Hitchin, SG4 9SP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Harrow, HA3 8RQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Tesco Express, Mobbsbury Way, Stevenage, SG2 0LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moors Walk, Welwyn Garden City, AL7 2BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield, AL9 5JY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Tesco Extra, The Forum, Stevenage, SG1 1ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Luton Mall, Luton, LU1 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadwater Retail Park, London Road, Stevenage, SG2 8DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham, HP7 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross, SL9 8ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
6UN																								
Waitrose, High Street, Stevenage, SG1 3EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Leyton Road, Harpenden, AL5 2TJ	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	12.8%	7	0.0%	0
Waitrose, Station Road, Gerrards Cross, SL9 8ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sycamore Road, Amersham, HP6 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Lairage, Bedford Road, Hitchin, SG5 1HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, outside study area	6.3%	87	5.3%	2	1.5%	0	0.0%	0	1.7%	4	0.0%	0	9.6%	9	11.0%	15	13.2%	4	13.4%	28	0.0%	0	17.5%	17
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1392		43		33		15		247		53		91		135		33		207		54		96
Sample:		1367		60		67		59		73		59		53		71		58		62		65		69

MeanScore: visits per week

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?
Those who do top-up shopping at Q12:

Daily	6.3%	90	8.4%	4	2.2%	1	7.5%	1	1.9%	5	0.0%	0	8.4%	8	14.3%	20	4.6%	2	7.6%	16	13.2%	7	3.1%	3
At least two times a week	37.1%	534	36.3%	18	51.3%	17	60.0%	9	21.8%	57	35.2%	20	31.0%	30	38.3%	53	46.9%	17	39.5%	83	56.7%	31	37.4%	37
At least once a week	39.5%	569	43.7%	21	28.2%	9	23.9%	4	51.8%	135	34.2%	19	25.7%	25	35.3%	49	30.8%	11	42.9%	90	30.1%	16	42.6%	42
At least once a fortnight	8.7%	126	3.7%	2	10.9%	4	2.4%	0	11.5%	30	14.1%	8	22.1%	21	6.0%	8	8.7%	3	7.7%	16	0.0%	0	10.1%	10
At least once a month	2.2%	32	3.2%	2	2.5%	1	1.7%	0	3.1%	8	8.5%	5	5.2%	5	1.1%	2	1.9%	1	0.0%	0	0.0%	0	1.3%	1
At least every two months	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0	0.0%	0	1.9%	3	1.9%	1	0.0%	0	0.0%	0	0.7%	1
Less often	1.2%	17	0.0%	0	0.7%	0	0.0%	0	2.8%	7	0.0%	0	3.1%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Have only visited once	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
(Don't know / varies)	4.3%	61	4.7%	2	4.2%	1	4.4%	1	6.0%	16	8.0%	5	4.5%	4	2.3%	3	5.1%	2	2.4%	5	0.0%	0	0.7%	1
Mean:		*2.48*		*2.63*		*2.66*		*3.33*		*1.70*		*2.01*		*2.32*		*2.99*		*2.70*		*2.64*		*3.49*		*2.21*
Weighted base:		1439		49		34		15		260		57		95		138		35		209		54		98
Sample:		1417		62		68		60		79		64		56		73		62		63		65		71

MeanScore: £

Q15 How much on average does your household normally spend on top up shopping in a week?
Those who do top-up shopping at Q12:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
£1 - £5	13.4%	193	5.9%	3	4.7%	2	4.8%	1	22.3%	58	6.6%	4	26.5%	25	5.4%	7	20.6%	7	5.6%	12	6.9%	4	16.7%	16
£6 - £10	24.4%	351	28.8%	14	19.1%	6	13.1%	2	17.9%	46	13.5%	8	23.0%	22	34.3%	47	17.0%	6	23.0%	48	26.4%	14	33.4%	33
£11 - £15	13.8%	199	8.7%	4	23.6%	8	24.3%	4	19.1%	50	23.7%	13	14.6%	14	9.5%	13	14.2%	5	12.5%	26	11.6%	6	9.1%	9
£16 - £20	16.5%	237	17.9%	9	14.4%	5	9.5%	1	18.6%	48	22.1%	12	11.6%	11	13.6%	19	8.4%	3	17.4%	37	25.6%	14	17.6%	17
£21 - £25	4.6%	67	2.8%	1	2.3%	1	5.2%	1	5.0%	13	2.1%	1	0.0%	0	5.9%	8	4.6%	2	2.4%	5	2.0%	1	4.6%	4
£26 - £30	7.2%	103	13.7%	7	9.5%	3	19.5%	3	1.9%	5	9.2%	5	1.3%	1	6.7%	9	11.7%	4	13.0%	27	9.9%	5	3.5%	3
£31 - £35	1.1%	16	0.0%	0	0.8%	0	2.5%	0	0.8%	2	1.5%	1	1.3%	1	0.0%	0	2.7%	1	1.6%	3	1.0%	1	0.7%	1
£36 - £40	2.4%	34	0.0%	0	1.5%	1	4.5%	1	1.1%	3	2.6%	1	1.3%	1	11.6%	16	1.4%	0	0.0%	0	0.0%	0	2.6%	3
£41 - £45	0.3%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	2.0%	28	2.2%	1	6.2%	2	0.0%	0	3.1%	8	4.4%	2	0.0%	0	0.8%	1	3.3%	1	0.0%	0	2.1%	1	0.0%	0
£51 - £55	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
£56 - £60	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	2	0.0%	0	4.9%	10	1.1%	1	2.6%	3
£61 - £65	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.2%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
£121 - £130	0.4%	5	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£151+	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.9%	114	4.6%	2	6.9%	2	11.0%	2	6.3%	17	11.7%	7	8.9%	9	6.0%	8	10.5%	4	14.0%	29	8.3%	4	6.8%	7
(Refused)	3.2%	46	3.8%	2	10.2%	3	2.1%	0	3.0%	8	2.6%	1	3.1%	3	4.6%	6	4.2%	1	4.3%	9	4.1%	2	0.6%	1
Mean:		*18.74*		*30.63*		*19.80*		*23.93*		*15.19*		*19.30*		*16.76*		*19.26*		*17.98*		*21.04*		*17.74*		*16.91*
Weighted base:		1439		49		34		15		260		57		95		138		35		209		54		98
Sample:		1417		62		68		60		79		64		56		73		62		63		65		71

Q16 Excluding Christmas shopping, where did you last buy clothing or footwear goods?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	24.6%	407	10.4%	6	10.1%	2	6.5%	1	26.1%	61	2.5%	1	0.9%	1	9.3%	11	1.2%	1	18.5%	51	1.7%	1	2.6%	3
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	2.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	16	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.1%	2	2.9%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	10.0%	166	58.1%	36	37.5%	9	15.2%	3	0.0%	0	26.1%	15	1.9%	3	11.6%	14	0.9%	0	0.0%	0	2.1%	1	0.0%	0
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.8%	13	2.0%	1	22.1%	5	1.8%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.9%	81	0.0%	0	0.0%	0	0.0%	0	12.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	50	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	5	0.0%	0	1.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	0.5%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	5.3%	88	1.5%	1	2.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	44	23.1%	13	0.0%	0	32.7%	17	0.7%	1
Others, Zone 18	0.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	3.3%	54	3.0%	2	2.1%	1	0.7%	0	1.8%	4	1.0%	1	0.0%	0	2.8%	3	19.3%	10	2.5%	7	6.0%	3	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	2.7%	44	3.5%	2	2.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	2.1%	1	4.3%	12	5.5%	3	1.1%	1
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	13	0.0%	0	0.0%	0
Edgware District Centre	1.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	25	0.0%	0	0.0%	0
Stanmore District Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0	0.0%	0
Wealdstone Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.1%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.6%	27	0.0%	0	1.0%	0	35.5%	7	0.0%	0	24.2%	14	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	2.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	11.4%	31	1.0%	1	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Central London	7.2%	120	0.0%	0	13.6%	3	2.2%	0	18.2%	43	5.7%	3	0.0%	0	3.1%	4	5.4%	3	15.8%	43	6.0%	3	2.6%	3
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.1%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0
Hatfield Town Centre	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	3.5%	2	0.0%	0	0.0%	0	1.9%	2
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.7%	12	0.0%	0	0.0%	0	0.7%	0	3.4%	8	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hitchin Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.4%	24	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	10	0.0%	0	0.0%	0	0.0%	0	5.2%	3	10.4%	10
Marlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Milton Keynes Town Centre	5.7%	94	2.2%	1	1.4%	0	15.2%	3	0.0%	0	9.7%	6	53.6%	73	0.9%	1	0.9%	0	0.0%	0	1.1%	1	8.0%	8
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.6%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.7%	1
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.9%	2	1.4%	1	15.6%	15
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	1.7%	28	8.3%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	6.0%	7	2.4%	1	0.9%	2	1.0%	1	4.9%	5
The Mall Luton, The Mall, Luton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	4
Uxbridge Town Centre	3.3%	54	0.0%	0	0.0%	0	0.0%	0	21.8%	51	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	4.5%	75	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9	19.3%	10	0.9%	2	18.1%	10	35.5%	35
Others, outside study area	3.8%	62	2.2%	1	1.0%	0	15.2%	3	6.5%	15	2.1%	1	17.3%	23	0.0%	0	4.4%	2	0.9%	2	2.1%	1	5.8%	6
Others																								
Abroad	0.7%	12	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.9%	2	2.1%	1	0.9%	2	1.0%	1	0.7%	1
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1659		62		25		21		233		58		136		119		54		274		53		99
Sample:		1702		83		67		71		82		75		76		72		88		77		72		78

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
MeanScore: visits per year																								
Q17 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)? *Those who buy clothing or footwear goods (excluding via the Internet) at Q16:*																								
Daily	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
At least two times a week	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	2.1%	3	0.0%	0	0.9%	2	0.0%	0	0.0%	0
At least once a week	4.5%	77	3.4%	2	4.2%	1	0.7%	0	6.8%	17	3.9%	2	4.8%	7	9.1%	11	3.7%	2	4.2%	12	2.0%	1	4.5%	5
At least once a fortnight	8.5%	145	13.5%	8	2.9%	1	1.7%	0	4.1%	10	7.3%	4	6.6%	9	0.9%	1	8.2%	5	14.5%	40	17.3%	9	8.3%	9
At least once a month	21.4%	366	16.1%	10	29.0%	8	35.9%	8	10.2%	25	19.4%	11	25.4%	36	26.5%	33	26.4%	15	22.8%	62	24.6%	13	15.7%	17
At least every two months	13.6%	233	17.6%	11	9.6%	3	20.9%	4	6.4%	16	21.5%	13	8.8%	12	23.7%	29	11.4%	6	13.3%	36	17.1%	9	8.2%	9
At least every 3 months	16.5%	282	15.9%	10	26.8%	7	3.7%	1	20.0%	49	14.8%	9	24.6%	34	10.8%	13	12.4%	7	17.3%	48	15.1%	8	19.6%	22
At least every 6 months	16.7%	285	13.5%	8	6.9%	2	11.2%	2	28.0%	68	16.8%	10	9.9%	14	10.2%	13	19.5%	11	16.4%	45	13.6%	7	24.2%	27
Less often than once every 6 months	6.1%	104	8.8%	5	7.5%	2	5.6%	1	9.6%	23	5.2%	3	12.0%	17	1.8%	2	11.0%	6	4.4%	12	0.0%	0	10.6%	12
Have only visited once	1.3%	23	0.7%	0	1.3%	0	10.5%	2	1.7%	4	1.4%	1	0.9%	1	1.7%	2	0.8%	0	0.0%	0	2.1%	1	0.6%	1
(Don't know / varies)	10.2%	175	10.5%	7	11.9%	3	9.7%	2	13.2%	32	5.6%	3	7.2%	10	13.2%	16	6.5%	4	5.4%	15	8.2%	4	8.3%	9
Mean:		*13.47*		*10.36*		*9.39*		*7.56*		*8.82*		*18.25*		*9.76*		*16.76*		*9.53*		*16.60*		*11.33*		*9.00*
Weighted base:		1713		62		26		21		244		59		140		124		56		274		54		111
Sample:		1757		83		73		73		86		76		79		76		92		77		73		85
Q18 How do you normally travel to (LOCATION MENTIONED AT Q16)? *Those who buy clothing or footwear goods (excluding via the Internet or abroad) at Q16:*																								
Car / van (as driver)	67.9%	1156	72.5%	45	65.2%	17	80.4%	17	55.9%	136	75.8%	45	80.8%	111	77.7%	95	63.2%	35	62.7%	170	73.4%	39	71.2%	79
Car / van (as passenger)	7.2%	123	20.0%	12	6.4%	2	4.3%	1	9.9%	24	3.9%	2	4.8%	7	0.9%	1	17.1%	9	7.4%	20	11.7%	6	3.2%	4
Bus (including the busway or guided bus), minibus or coach	6.3%	108	3.6%	2	0.0%	0	3.4%	1	5.9%	14	7.2%	4	7.0%	10	3.9%	5	8.7%	5	10.7%	29	5.5%	3	3.8%	4
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.4%	126	1.7%	1	10.2%	3	0.0%	0	2.1%	5	2.8%	2	4.1%	6	13.2%	16	2.7%	1	5.3%	15	3.1%	2	12.7%	14
Taxi	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7
Train	6.0%	101	0.0%	0	11.9%	3	10.5%	2	17.3%	42	6.4%	4	0.0%	0	2.1%	3	6.5%	4	9.9%	27	5.2%	3	0.6%	1
Metro	0.5%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6	0.0%	0	0.0%	0
Bicycle	0.9%	16	0.0%	0	2.2%	1	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Tube / Underground	0.5%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	35	2.2%	1	4.1%	1	1.4%	0	3.5%	9	1.4%	1	3.3%	5	0.9%	1	1.7%	1	0.9%	2	1.1%	1	1.9%	2
Weighted base:		1701		62		26		21		244		59		138		122		55		272		53		110
Sample:		1741		83		72		73		86		76		77		74		90		76		72		84

Q19 When you go shopping for clothing or footwear, do you link this trip with another activity?
Those who buy clothing or footwear goods (excluding via the Internet or abroad) at Q16:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Yes – food shopping	4.6%	78	1.7%	1	4.8%	1	2.8%	1	0.9%	2	5.9%	4	3.0%	4	5.8%	7	9.0%	5	8.3%	23	4.6%	2	5.4%	6
Yes – non-food shopping	9.0%	153	3.2%	2	15.8%	4	3.5%	1	8.8%	22	10.5%	6	7.3%	10	13.8%	17	0.0%	0	6.2%	17	3.8%	2	27.3%	30
Yes – visiting services such as banks and other financial institutions	1.8%	30	2.4%	2	1.9%	0	0.0%	0	1.2%	3	1.0%	1	0.0%	0	1.2%	2	1.8%	1	1.8%	5	0.0%	0	1.4%	2
Yes – leisure activity	4.2%	72	12.8%	8	2.3%	1	5.6%	1	11.8%	29	7.8%	5	6.4%	9	5.5%	7	0.9%	0	2.2%	6	5.2%	3	0.6%	1
Yes – travelling to / from work	2.2%	37	0.0%	0	3.3%	1	0.0%	0	2.4%	6	2.9%	2	0.9%	1	0.0%	0	3.0%	2	2.2%	6	0.0%	0	0.0%	0
Yes – travelling to / from school / college / university	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	15.2%	259	13.0%	8	7.4%	2	22.3%	5	11.3%	28	7.7%	5	20.6%	28	22.6%	28	17.5%	10	12.5%	34	19.1%	10	13.2%	15
Yes – visiting family / friends	3.2%	54	4.0%	2	2.9%	1	1.8%	0	5.2%	13	7.7%	5	4.3%	6	0.9%	1	4.4%	2	0.9%	2	4.6%	2	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.4%	7	0.0%	0	1.9%	0	0.7%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.9%	15	1.0%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.9%	1	1.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Yes - window shopping / browsing	1.0%	17	0.7%	0	0.0%	0	0.7%	0	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	54.4%	925	60.0%	37	54.8%	14	61.2%	13	48.7%	119	55.5%	33	52.8%	73	47.1%	57	61.7%	34	62.8%	171	60.6%	32	47.0%	52
Yes - part of an overall day out	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	3.0%	51	1.2%	1	5.1%	1	1.4%	0	2.4%	6	0.0%	0	3.7%	5	1.8%	2	1.7%	1	1.3%	3	2.1%	1	5.1%	6
Weighted base:		1701		62		26		21		244		59		138		122		55		272		53		110
Sample:		1741		83		72		73		86		76		77		74		90		76		72		84

Q20 Excluding Christmas shopping, where did you last buy books, CDs, DVDs?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	13.6%	87	6.2%	1	2.1%	0	3.5%	0	6.8%	6	3.9%	1	0.0%	0	8.0%	4	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Others, Zone 1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.3%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.1%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	7.5%	48	49.8%	11	13.1%	2	3.5%	0	0.0%	0	3.9%	1	2.6%	1	8.0%	4	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	3.0%	19	8.3%	2	76.0%	9	33.9%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.4%	3	0.0%	0	0.0%	0	15.8%	1	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.9%	32	0.0%	0	0.0%	0	0.0%	0	18.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	13	0.0%	0	0.0%	0
Hatch End Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Pinner Village Centre	2.5%	16	0.0%	0	0.0%	0	0.0%	0	17.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	2.0%	13	0.0%	0	2.2%	0	7.0%	0	0.0%	0	33.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	9.1%	59	2.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.3%	40	18.2%	4	0.0%	0	6.2%	1	17.6%	8
Others, Zone 18	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	1
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	3.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	21	0.0%	0	0.0%	0
Edgware District Centre	6.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	41	0.0%	0	0.0%	0
Stanmore District Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	2.6%	17	0.0%	0	0.0%	0	16.9%	1	0.0%	0	29.3%	11	9.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Central London	5.7%	36	0.0%	0	2.2%	0	3.5%	0	9.9%	9	5.6%	2	2.6%	1	2.7%	2	6.6%	1	9.4%	10	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	3.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	91.2%	19	1.5%	1
Hatfield Town Centre	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	22.0%	5	0.0%	0	0.0%	0	18.1%	8
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.7%	11	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	2.2%	0	0.0%	0	2.6%	1	14.2%	6
Marlow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	25.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	2.2%	2	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	11.6%	3	0.0%	0	0.0%	0	8.6%	4
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	3.3%	22	0.0%	0	0.0%	0	0.0%	0	22.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	22.2%	10
Others, outside study area	3.5%	23	4.9%	1	0.0%	0	16.0%	1	8.6%	8	3.9%	1	4.9%	2	0.0%	0	7.3%	2	0.0%	0	0.0%	0	9.0%	4
Others																								
Abroad	1.1%	7	23.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.4%	1
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		643		22		12		5		93		37		51		56		22		110		21		45
Sample:		679		35		36		26		36		42		35		31		39		29		25		35

Q21 Excluding Christmas shopping, where did you last buy small household goods such as home furnishings, jewellery, glass and china items?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.7%	8	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.3%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Watford Town Centre	23.6%	271	4.5%	2	32.0%	5	3.3%	1	34.3%	74	6.0%	2	0.0%	0	2.8%	3	1.2%	0	18.3%	30	2.6%	1	0.0%	0
Others, Zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.7%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	4.4%	51	44.5%	21	4.7%	1	0.0%	0	1.0%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	4.0%	46	19.5%	9	9.5%	2	3.9%	1	0.0%	0	6.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 12	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.4%	4	0.0%	0	10.2%	2	2.9%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.6%	7	0.0%	0	0.0%	0	31.4%	5	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.9%	57	0.0%	0	0.0%	0	0.0%	0	19.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	13	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	1.2%	13	3.3%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	6
Homebase, Vimy Road, Leighton Buzzard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	3.4%	1	0.0%	0	0.0%	0	1.2%	1
St. Albans City Centre	6.5%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.1%	42	23.5%	9	0.0%	0	22.7%	8	12.5%	9
Others, Zone 18	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	1.3%	14	2.5%	1	1.6%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	0	3.7%	6	1.5%	1	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	34	0.0%	0	0.0%	0
Edgware District Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	0.0%	0
Stanmore District Centre	2.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	31	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	9	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.5%	17	1.0%	0	1.5%	0	19.2%	3	0.0%	0	33.0%	11	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	9.1%	15	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Central London	2.0%	23	0.0%	0	2.1%	0	0.0%	0	4.8%	10	1.8%	1	0.0%	0	4.8%	4	2.5%	1	0.0%	0	7.5%	3	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.5%	2	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	3	0.0%	0
Hatfield Town Centre	1.4%	16	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7	3.7%	1	0.0%	0	5.9%	2	5.3%	4
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	1.7%	20	0.0%	0	22.4%	4	2.7%	0	5.4%	12	10.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Ikea, Drury Way, North Circular Road, Wembley	2.6%	30	0.0%	0	1.6%	0	0.0%	0	5.0%	11	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	6.2%	71	0.9%	0	5.7%	1	19.7%	3	0.0%	0	6.2%	2	56.2%	55	4.8%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	4
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.8%	9	0.9%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	1.6%	2	0.0%	0	0.0%	0	8.5%	3	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	3.9%	3
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	2
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	4.1%	2	0.0%	0	1.6%	1	0.0%	0
The Mall Luton, The Mall, Luton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Uxbridge Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.9%	1
Welwyn Garden City Town Centre	7.4%	85	3.2%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	20	24.6%	10	5.2%	8	37.4%	13	36.9%	27
Others, outside study area	4.2%	48	1.0%	0	2.1%	0	14.8%	2	12.5%	27	6.2%	2	9.3%	9	1.2%	1	2.5%	1	0.0%	0	0.0%	0	1.2%	1
Others																								
Abroad	1.4%	16	11.0%	5	0.0%	0	0.0%	0	2.0%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1150		47		16		16		214		34		98		92		39		161		35		73
Sample:		1072		57		38		48		57		43		56		46		62		37		44		57

Q22 Excluding Christmas shopping, where did you last buy goods such as toys, games, bicycles and recreational goods?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	5.3%	42	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	4.4%	5	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	1.7%	13	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	20.5%	162	1.5%	0	18.1%	1	3.5%	0	11.9%	12	4.2%	2	0.0%	0	5.5%	4	0.0%	0	11.9%	14	4.1%	1	0.0%	0
Others, Zone 1	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.1%	2	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.1%	2	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	1.9%	15	38.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Others, Zone 11	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	7.2%	57	31.8%	9	25.4%	2	9.3%	1	0.0%	0	15.5%	7	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.5%	1	0.0%	0
Others, Zone 12	0.1%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.7%	6	4.2%	1	47.4%	3	1.8%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.4%	3	0.0%	0	0.0%	0	4.0%	0	0.0%	0	2.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	6.2%	49	0.0%	0	0.0%	0	0.0%	0	8.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	40	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Ruislip Town Centre	4.0%	31	0.0%	0	0.0%	0	0.0%	0	30.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	11.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	9.9%	2	0.0%	0
St. Albans City Centre	4.5%	36	2.1%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	21	34.7%	10	0.0%	0	10.6%	2	1.4%	1
Others, Zone 18	0.3%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.3%	1	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	5.6%	3
Edgware District Centre	1.0%	8	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	8	0.0%	0	0.0%	0
Stanmore District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	33.2%	15
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.4%	3	0.0%	0	0.0%	0	2.9%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	2.0%	16	0.0%	0	0.0%	0	47.3%	4	0.0%	0	26.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	12	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.4%	3	0.0%	0	0.0%	0	1.8%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.7%	22	3.1%	1	0.0%	0	0.0%	0	11.4%	12	1.4%	1	0.0%	0	1.6%	1	6.8%	2	0.0%	0	9.2%	2	0.0%	0
Chalfont St. Giles Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	19.6%	4	0.0%	0
Hatfield Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	1.7%	14	0.0%	0	0.0%	0	0.0%	0	4.9%	5	19.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.6%	12	3.2%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	1	10.4%	5
Marlow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	5.0%	39	0.0%	0	0.0%	0	21.4%	2	0.0%	0	3.3%	1	58.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.9%	1
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.3%	1	0.0%	0	2.5%	1	0.0%	0
The Mall Luton, The Mall, Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Uxbridge Town Centre	2.4%	19	0.0%	0	0.0%	0	0.0%	0	16.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	5.2%	41	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	17.6%	5	5.1%	6	8.1%	2	39.1%	18
Others, outside study area	3.7%	29	0.0%	0	9.2%	1	2.4%	0	4.1%	4	3.4%	1	8.4%	5	0.0%	0	5.7%	2	11.1%	13	3.3%	1	1.4%	1
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		789		29		7		9		102		44		61		67		29		115		23		46
Sample:		680		34		21		32		28		42		31		35		41		26		34		30

Q23 Excluding Christmas shopping, where did you last buy chemist goods (including health and beauty products)?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.6%	11	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	11.2%	215	0.0%	0	0.7%	0	0.0%	0	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	6	0.0%	0	0.0%	0
Others, Zone 1	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.1%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	2.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.3%	25	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.1%	3	0.0%	0	0.0%	0
Others, Zone 6	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	2.3%	43	0.0%	0	0.0%	0	0.0%	0	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	1.4%	27	0.0%	0	0.0%	0	0.0%	0	5.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.1%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.4%	9	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.5%	10	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	6.4%	123	51.3%	34	0.9%	0	1.7%	0	0.0%	0	1.5%	1	0.8%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 12	0.6%	12	16.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	2.8%	53	1.6%	1	95.6%	37	26.2%	6	0.0%	0	6.1%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.1%	1	0.7%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	1.4%	26	0.0%	0	0.0%	0	64.3%	16	0.0%	0	13.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.2%	4	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.6%	11	0.0%	0	0.0%	0	0.0%	0	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	2.0%	38	0.0%	0	0.0%	0	0.0%	0	13.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	7.0%	135	0.0%	0	0.0%	0	0.0%	0	24.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	63	0.0%	0	0.0%	0
Hatch End Local Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	3.3%	64	0.0%	0	0.0%	0	0.0%	0	21.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	1.5%	29	0.0%	0	0.0%	0	0.0%	0	10.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.9%	37	0.0%	0	0.7%	0	0.6%	0	0.0%	0	45.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	4.1%	78	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.8%	1	46.2%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	6.2%	118	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.4%	97	25.3%	15	0.0%	0	4.6%	3	0.0%	0
Others, Zone 18	0.5%	10	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	2.0%	1	0.0%	0	0.8%	1	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.9%	17	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	15.5%	9	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	9	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	3	3.1%	2	0.8%	2	0.0%	0	0.0%	0
Others, Zone 19	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	3.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	61	0.0%	0	0.0%	0
Edgware District Centre	3.3%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	61	0.0%	0	0.0%	0
Stanmore District Centre	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	32	0.0%	0	0.0%	0
Wealdstone Local Centre	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	6	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.6%	1
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	0.7%	14	0.0%	0	0.0%	0	3.4%	1	0.0%	0	16.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	11	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.1%	39	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	14	0.0%	0	0.8%	0	4.1%	13	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.6%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	4.4%	85	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	11.5%	17	0.0%	0	0.0%	0	87.2%	61	4.2%	5
Hatfield Town Centre	2.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	9.4%	5	3.3%	10	0.0%	0	25.8%	29
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Ikea, Drury Way, North Circular Road, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.2%	22	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	18
Marlow Town Centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	26	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Uxbridge Town Centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	5.6%	3	0.0%	0	2.3%	2	37.6%	42
Others, outside study area	2.1%	40	2.5%	2	0.0%	0	0.6%	0	4.6%	13	3.1%	2	4.1%	7	0.0%	0	2.8%	2	1.9%	6	0.0%	0	4.5%	5
Others																								
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1912		67		39		25		286		79		165		148		58		312		69		112
Sample:		1922		90		84		89		95		84		94		83		95		83		93		91

Q24 Excluding Christmas shopping, where did you last buy electrical items, such as televisions, washing machines and computers?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.7%	19	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	5.5%	63	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	6.1%	12	0.0%	0	0.0%	0
Watford Town Centre	25.2%	290	9.7%	4	26.6%	6	8.9%	1	30.1%	54	8.6%	4	0.0%	0	15.6%	12	2.5%	1	32.2%	62	1.6%	1	0.0%	0
Others, Zone 1	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.2%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.8%	9	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	7.0%	80	62.6%	26	29.5%	6	10.9%	1	0.0%	0	17.8%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Others, Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	2.8%	32	16.1%	7	11.7%	2	1.5%	0	0.0%	0	4.4%	2	1.2%	1	7.5%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.4%	5	0.0%	0	17.3%	4	4.3%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.2%	2	0.0%	0	0.0%	0	8.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	4.0%	46	0.0%	0	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	36	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	2.8%	33	0.0%	0	0.0%	0	0.0%	0	18.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.5%	6	1.8%	1	0.0%	0	1.5%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	1.7%	1	0.0%	0
St. Albans City Centre	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	15	19.4%	7	0.0%	0	6.6%	2	1.0%	1
Others, Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.3%	1	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Edgware District Centre	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Stanmore District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Wealdstone Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	8.2%	5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Locations Outside Study Area																								
Amersham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.1%	12	0.0%	0	0.0%	0	20.7%	2	0.0%	0	14.9%	6	2.7%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	3.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	18.6%	36	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Central London	1.9%	22	0.0%	0	1.6%	0	2.0%	0	5.2%	9	1.6%	1	0.0%	0	6.0%	4	2.6%	1	2.6%	5	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Hatfield Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	11.3%	4	0.0%	0	1.7%	1	6.0%	4
Hattersway Retail Park, Chaul End Lane, Luton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	6.7%	2	6.8%	4
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	2.4%	27	0.0%	0	4.8%	1	4.5%	0	9.8%	18	12.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ikea, Drury Way, North Circular Road, Wembley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.4%	16	1.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	2.5%	2	0.0%	0	0.0%	0	4.4%	1	8.9%	6
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	6.3%	72	0.0%	0	2.9%	1	26.3%	3	0.0%	0	6.6%	3	60.3%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Others, Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.7%	1	9.2%	6
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	1.7%	1
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	3.1%	36	0.0%	0	0.0%	0	0.0%	0	20.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	6.8%	78	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	16	37.8%	15	0.0%	0	57.9%	19	36.7%	23
Others, outside study area	4.1%	47	2.3%	1	1.6%	0	9.5%	1	2.8%	5	0.0%	0	7.7%	8	0.0%	0	4.2%	2	10.5%	20	0.0%	0	11.5%	7
Others																								
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1152		41		21		10		178		41		108		74		39		193		34		63
Sample:		1192		55		48		47		58		52		59		45		61		49		52		54

Q25 Excluding Christmas shopping, where did you last buy DIY or gardening goods?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.3%	19	0.0%	0	0.0%	0	0.0%	0	3.3%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	12.2%	185	0.0%	0	0.0%	0	0.0%	0	5.4%	13	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	18	0.0%	0	0.0%	0
Watford Town Centre	5.2%	79	0.0%	0	0.9%	0	0.8%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.8%	7	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.5%	7	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.4%	6	0.8%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	6.7%	101	63.4%	36	26.0%	7	10.4%	2	0.0%	0	4.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Others, Zone 11	0.7%	11	3.3%	2	11.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	3.4%	52	14.0%	8	12.0%	3	1.9%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Others, Zone 12	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.7%	11	0.0%	0	30.6%	9	3.8%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	1.0%	15	0.0%	0	0.9%	0	48.1%	9	0.0%	0	5.4%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.3%	4	0.8%	0	0.9%	0	6.7%	1	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	3.5%	53	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	45	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	2.4%	37	0.0%	0	0.0%	0	0.0%	0	13.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	0.3%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Vimy Road, Leighton Buzzard	2.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	25.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.7%	10	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	4.7%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	50	4.6%	2	0.0%	0	22.1%	13	2.2%	2
St. Albans City Centre	7.1%	108	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	64	26.4%	12	1.3%	3	14.2%	8	2.3%	2
Others, Zone 18	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	5	0.0%	0	0.9%	1	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Edgware District Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0
Stanmore District Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0
Wealdstone Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	2.2%	34	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	31	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	23.3%	13	7.4%	7
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Others, Zone 22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations Outside Study Area																								
Amersham Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.7%	25	0.8%	0	0.9%	0	24.3%	5	0.0%	0	30.8%	17	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	11	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Hatfield Town Centre	1.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	13.4%	6	0.0%	0	2.3%	1	14.3%	14
Hattersway Retail Park, Chaul End Lane, Luton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	7.2%	4	11.0%	11
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ikea, Drury Way, North Circular Road, Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	7.8%	8
Marlow Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.8%	13	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	10.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Others, Aylesbury	0.1%	1	0.0%	0	0.9%	0	0.8%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.4%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	2	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	5.7%	6
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	1.8%	2
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	6.8%	4	4.3%	4
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	3.3%	50	0.0%	0	0.0%	0	0.0%	0	20.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.6%	39	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	1.3%	2	2.6%	2	30.6%	29
Others, outside study area	11.8%	179	9.1%	5	0.0%	0	1.6%	0	41.5%	100	7.7%	4	11.5%	14	0.0%	0	15.6%	7	14.9%	29	1.9%	1	10.5%	10
Others																								
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1514		57		28		19		240		57		121		140		46		196		58		96
Sample:		1565		79		67		74		77		66		72		80		74		57		71		72

Q25AExcluding Christmas shopping, where did you last buy furniture, carpets and floor coverings?
Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	2.8%	31	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	14	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	1.2%	13	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	8.4%	93	10.6%	4	5.9%	1	2.5%	0	2.2%	4	2.7%	1	0.0%	0	7.2%	6	0.0%	0	1.9%	3	6.6%	2	0.0%	0
Watford Town Centre	18.0%	198	13.3%	5	10.9%	2	9.3%	1	18.3%	35	6.6%	2	0.0%	0	18.2%	14	1.6%	0	13.0%	24	2.7%	1	1.0%	1
Others, Zone 1	0.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Zone 2																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Hartspring Lane, Bushey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.7%	18	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.2%	6	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0
Tesco Extra, Shenley Road, Borehamwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	3	3.2%	6	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mutton Lane, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley Village Centre	0.8%	9	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 10	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	3.0%	34	28.0%	11	18.8%	4	4.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	1.7%	18	10.6%	4	1.2%	0	1.1%	0	0.0%	0	6.7%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 12	0.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.7%	7	1.6%	1	21.0%	5	3.1%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Tring Town Centre	0.1%	2	0.0%	0	0.0%	0	6.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	1.4%	16	0.0%	0	0.0%	0	0.0%	0	5.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Hatch End Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	8.0%	88	0.0%	0	0.0%	0	0.0%	0	31.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	29	0.0%	0	0.0%	0
Others, Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 17																								
Dunstable Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Homebase, Vimy Road, Leighton Buzzard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.3%	4	0.0%	0	1.6%	0	2.1%	0	0.0%	0	2.0%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.6%	0	0.0%	0	1.6%	1	0.0%	0
St. Albans City Centre	2.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	23	6.4%	2	0.0%	0	1.7%	1	1.0%	1
Others, Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park, North Orbital Road, St Albans, AL2 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	32	0.0%	0	0.0%	0
Edgware District Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	14	0.0%	0	0.0%	0
Stanmore District Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Wealdstone Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	1.6%	1	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.3%	1
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	4.5%	3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 22	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Locations Outside Study Area																								
Amersham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.7%	19	1.2%	0	13.3%	3	31.0%	4	0.0%	0	15.5%	5	1.4%	1	3.9%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	19	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre, Prince Charles Drive, Brent Cross																								
Broadfields Retail Park, Bicester Road, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.3%	14	0.0%	0	2.4%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	5.8%	4	1.7%	0	1.3%	2	3.9%	1	1.0%	1
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.8%	5	0.0%	0	0.0%	0
Enfield Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	1.3%	2	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	5	0.0%	0
Hatfield Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.3%	1	3.8%	3
Hattersway Retail Park, Chaul End Lane, Luton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.5%	6	0.0%	0	0.0%	0	3.2%	0	1.6%	3	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ikea, Drury Way, North Circular Road, Wembley	2.2%	24	13.2%	5	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	4.5%	49	1.2%	0	4.3%	1	23.6%	3	0.0%	0	11.4%	4	35.9%	34	1.4%	1	0.0%	0	0.0%	0	3.3%	1	7.6%	5
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Others, Aylesbury	0.4%	4	0.0%	0	1.2%	0	1.5%	0	0.0%	0	8.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Enfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Centre																								
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.0%	2	21.6%	15
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Slough Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	5.8%	4
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, Crown Road, South Ruislip	1.5%	16	0.0%	0	0.0%	0	0.0%	0	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.9%	10	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	20.4%	6	0.0%	0	1.6%	1	1.3%	1
Welwyn Garden City Town Centre	5.2%	57	1.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	14	33.2%	10	3.2%	6	37.4%	13	19.1%	13
Others, outside study area	6.8%	75	8.2%	3	14.8%	3	11.8%	2	17.9%	34	7.3%	2	14.9%	14	0.0%	0	3.2%	1	1.3%	2	1.7%	1	8.0%	5
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1103		39		21		15		189		31		94		78		30		183		34		68
Sample:		1109		52		42		57		52		43		52		50		54		41		49		57

Q26 Do you ever visit any of the following centres? [MR/PR]

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Abbots Langley	6.5%	143	6.1%	4	8.6%	4	3.4%	1	0.7%	2	3.4%	3	0.0%	0	8.7%	15	0.0%	0	1.4%	5	0.0%	0	7.8%	10
Berkhamstead	19.5%	432	69.9%	50	98.7%	45	83.2%	22	6.1%	20	68.3%	62	26.7%	47	20.3%	35	5.1%	3	3.0%	11	8.7%	7	11.6%	15
Borehamwood	19.3%	427	5.2%	4	0.5%	0	1.7%	0	2.2%	7	2.6%	2	1.0%	2	18.4%	32	13.8%	8	49.7%	180	1.7%	1	9.7%	13
Bushey	11.2%	247	6.8%	5	0.5%	0	2.5%	1	6.6%	22	1.6%	1	0.0%	0	8.0%	14	1.9%	1	18.1%	66	1.7%	1	1.6%	2
Bushey Heath	6.5%	143	0.0%	0	0.5%	0	1.2%	0	3.8%	12	0.0%	0	0.0%	0	1.5%	3	0.8%	0	10.2%	37	0.0%	0	0.8%	1
Chorleywood	4.6%	102	2.2%	2	6.2%	3	3.7%	1	2.9%	9	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.7%	1	1.6%	2
Harpenden	8.7%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	79	0.0%	0	0.0%	0	98.6%	76	27.5%	36
Hatfield	8.4%	185	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.7%	68	0.0%	0	0.0%	0	46.1%	35	61.3%	81
Hemel Hempstead	30.0%	663	96.6%	69	93.5%	43	73.6%	20	1.6%	5	62.3%	57	34.2%	60	35.1%	60	23.5%	14	3.7%	13	24.5%	19	15.7%	21
Hitchin	3.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	12	0.0%	0	0.0%	0	16.7%	13	31.1%	41
Luton	4.5%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	35	0.0%	0	0.0%	0	38.8%	30	26.1%	35
North Watford / St Albans Road	16.3%	360	15.0%	11	10.4%	5	2.3%	1	4.6%	15	8.2%	7	2.7%	5	21.9%	38	4.2%	3	8.4%	31	12.6%	10	11.7%	15
Potters Bar (Darkes Lane)	5.5%	121	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	47.6%	29	8.4%	31	0.0%	0	7.8%	10
Potters Bar (High Street)	5.4%	119	0.7%	0	2.2%	1	0.0%	0	1.3%	4	0.0%	0	0.0%	0	6.5%	11	41.1%	25	9.3%	34	2.6%	2	3.1%	4
Radlett	10.7%	236	2.8%	2	0.5%	0	0.6%	0	9.3%	30	1.6%	1	1.0%	2	20.8%	36	3.9%	2	11.9%	43	0.0%	0	4.0%	5
Rickmansworth	13.8%	306	2.8%	2	1.8%	1	6.4%	2	22.0%	72	5.3%	5	0.0%	0	5.8%	10	0.8%	0	2.3%	8	0.0%	0	2.1%	3
South Oxhey	3.8%	84	3.0%	2	6.2%	3	2.9%	1	2.5%	8	0.0%	0	1.7%	3	1.5%	3	0.0%	0	2.0%	7	1.0%	1	0.8%	1
St Albans	14.7%	324	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	95.5%	164	0.0%	0	0.0%	0	95.2%	73	65.1%	86
Stevenage	4.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	18	0.0%	0	0.0%	0	6.8%	5	49.3%	65
Tring	10.1%	223	25.2%	18	56.7%	26	97.1%	26	2.7%	9	54.5%	49	18.8%	33	4.8%	8	0.8%	0	0.7%	2	3.2%	2	5.2%	7
Watford	59.8%	1321	79.4%	57	72.7%	33	65.3%	18	73.2%	239	30.9%	28	18.8%	33	44.3%	76	33.7%	21	54.9%	199	21.1%	16	22.3%	29
(Don't visit any of these centres)	12.6%	279	0.7%	0	0.0%	0	1.0%	0	16.6%	54	13.5%	12	48.9%	86	0.0%	0	19.2%	12	27.9%	101	0.7%	1	1.8%	2
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

Q27 Which centre do you visit the most?

Those who visit one or more of the centres mentioned at Q26:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Abbots Langley	1.4%	27	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkhamstead	5.3%	102	12.7%	9	77.0%	35	7.5%	2	5.4%	15	27.3%	21	16.4%	15	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Borehamwood	8.7%	168	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.9%	2	0.6%	1	3.3%	2	33.8%	88	0.0%	0	0.0%	0
Bushey	1.3%	25	0.0%	0	0.0%	0	0.6%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Bushey Heath	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Chorleywood	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden	4.5%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	13	0.0%	0	0.0%	0	83.3%	64	7.9%	10
Hatfield	3.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	1.7%	1	36.8%	48
Hemel Hempstead	14.3%	275	73.3%	52	19.9%	9	9.2%	2	0.0%	0	41.4%	33	47.1%	42	3.3%	6	10.4%	5	0.0%	0	0.7%	1	0.0%	0
Hitchin	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7
Luton	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	12.4%	16
North Watford / St Albans Road	1.6%	31	0.7%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.4%	1	1.3%	2	1.0%	0	2.3%	6	0.0%	0	0.0%	0
Potters Bar (Darkes Lane)	2.3%	45	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	23	0.9%	2	0.0%	0	0.5%	1
Potters Bar (High Street)	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	7	6.9%	18	0.0%	0	0.0%	0
Radlett	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.3%	6	0.0%	0	0.0%	0
Rickmansworth	4.8%	93	0.0%	0	0.0%	0	3.7%	1	11.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey	1.1%	21	0.7%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	8.1%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	74.3%	128	0.0%	0	0.0%	0	9.9%	8	16.6%	22
Stevenage	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	17.3%	23
Tring	3.1%	60	0.0%	0	1.5%	1	69.4%	18	0.0%	0	26.2%	21	22.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	33.8%	653	12.0%	9	1.6%	1	9.0%	2	77.7%	211	5.2%	4	9.0%	8	7.6%	13	21.9%	11	51.9%	136	0.0%	0	3.3%	4
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

MeanScore: visits per week

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?
Those who mentioned a centre at Q27:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Daily	6.8%	131	2.2%	2	18.6%	9	25.3%	7	0.0%	0	5.6%	4	0.0%	0	16.9%	29	1.0%	0	0.9%	2	16.6%	13	4.9%	6
At least two times a week	14.3%	276	11.9%	8	37.3%	17	32.3%	9	1.9%	5	13.8%	11	6.1%	5	15.8%	27	5.5%	3	3.2%	8	44.8%	34	16.8%	22
At least once a week	20.4%	393	29.4%	21	22.0%	10	20.0%	5	11.9%	32	11.3%	9	1.9%	2	21.9%	38	16.6%	8	11.0%	29	20.1%	15	18.1%	24
At least once a fortnight	17.6%	340	21.2%	15	14.8%	7	5.2%	1	24.2%	66	29.9%	24	31.5%	28	15.6%	27	23.9%	12	13.1%	34	8.3%	6	6.8%	9
At least once a month	16.5%	319	12.5%	9	3.1%	1	6.1%	2	13.1%	35	16.8%	13	12.8%	11	12.3%	21	12.3%	6	35.2%	92	5.4%	4	23.7%	31
At least every two months	7.8%	151	10.7%	8	1.1%	0	2.0%	1	22.4%	61	3.2%	2	1.4%	1	1.3%	2	9.4%	5	15.5%	41	0.0%	0	9.6%	12
At least every 3 months	6.6%	127	6.0%	4	0.5%	0	0.8%	0	7.7%	21	10.0%	8	20.0%	18	5.8%	10	21.3%	11	12.5%	33	0.7%	1	8.6%	11
At least every 6 months	3.1%	59	2.8%	2	0.0%	0	1.2%	0	5.3%	14	6.3%	5	15.0%	13	0.0%	0	4.9%	2	4.8%	13	0.7%	1	3.6%	5
Less often than once every 6 months	2.8%	54	0.6%	0	0.0%	0	0.0%	0	12.8%	35	0.8%	1	11.3%	10	0.0%	0	4.2%	2	1.0%	3	0.0%	0	2.3%	3
Have only visited once	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	80	2.8%	2	2.5%	1	7.2%	2	0.8%	2	2.3%	2	0.0%	0	10.4%	18	0.0%	0	2.8%	7	3.4%	3	5.6%	7
Mean:		*1.46*		*1.11*		*3.18*		*3.57*		*0.39*		*1.30*		*0.48*		*2.40*		*0.64*		*0.52*		*3.33*		*1.40*
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
Those who mentioned a centre at Q27:

Car / van (as driver)	72.8%	1406	67.6%	48	46.1%	21	78.9%	21	83.7%	228	78.4%	62	89.8%	81	77.2%	133	74.3%	37	80.2%	210	59.1%	45	75.6%	98
Car / van (as passenger)	6.3%	122	6.7%	5	2.8%	1	1.1%	0	8.0%	22	13.0%	10	4.7%	4	0.6%	1	17.6%	9	9.6%	25	4.8%	4	3.9%	5
Bus (including the busway or guided bus), minibus or coach	4.7%	90	11.1%	8	1.6%	1	2.7%	1	0.0%	0	3.8%	3	2.7%	2	4.9%	8	2.9%	1	8.3%	22	2.8%	2	5.3%	7
Motorcycle, scooter or moped	0.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.0%	232	7.3%	5	45.9%	21	16.5%	4	0.0%	0	4.7%	4	0.0%	0	13.4%	23	0.0%	0	0.0%	0	31.5%	24	9.5%	12
Taxi	0.6%	12	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	5.6%	7
Train	1.5%	29	0.7%	0	0.0%	0	0.0%	0	5.0%	14	0.0%	0	2.8%	3	0.7%	1	3.4%	2	1.9%	5	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	17	0.0%	0	1.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube / Underground	0.5%	9	0.0%	0	0.0%	0	0.0%	0	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	13	5.8%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Q30 What do you like most about (CENTRE MENTIONED AT Q27)? *Those who mentioned a centre at Q27:*																								
A change of scene / somewhere different to go	0.8%	15	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	6.7%	6	1.5%	3	0.0%	0	0.9%	2	0.7%	1	2.0%	3
Choice and range of shops	32.3%	624	19.1%	14	26.1%	12	8.9%	2	58.1%	158	35.6%	28	31.6%	28	12.0%	21	30.1%	15	54.4%	142	15.5%	12	24.3%	32
Choice of leisure facilities (restaurants, pubs etc)	3.7%	72	1.3%	1	0.5%	0	0.6%	0	3.5%	9	5.9%	5	1.4%	1	3.9%	7	5.2%	3	3.2%	8	1.0%	1	11.3%	15
Choice of services (hairdressers, banks etc)	1.5%	29	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	13.9%	7	4.5%	12	0.0%	0	0.0%	0
Close to home	20.4%	394	36.7%	26	29.1%	13	22.9%	6	3.7%	10	21.0%	16	5.6%	5	24.4%	42	15.6%	8	3.2%	8	29.4%	22	10.9%	14
Close to work	1.1%	22	2.6%	2	0.0%	0	2.9%	1	3.2%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Compact layout / shops close together	1.8%	35	0.9%	1	8.6%	4	1.2%	0	0.8%	2	1.5%	1	0.0%	0	1.3%	2	0.0%	0	0.9%	2	3.4%	3	6.8%	9
Convenient car parking	3.6%	69	0.7%	0	0.0%	0	2.9%	1	2.6%	7	3.1%	2	7.1%	6	5.0%	9	3.9%	2	7.4%	19	0.7%	1	0.0%	0
Convenient for visiting family / friends	1.8%	34	1.3%	1	0.0%	0	8.0%	2	4.5%	12	0.8%	1	6.7%	6	0.6%	1	1.0%	0	1.0%	3	1.4%	1	0.0%	0
Easily accessible by car	0.6%	12	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.5%	1
Easily accessible by public transport	0.5%	10	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Environmental quality of centre	4.3%	84	6.7%	5	7.3%	3	4.7%	1	2.7%	7	11.7%	9	10.2%	9	1.5%	3	5.8%	3	1.6%	4	2.1%	2	3.1%	4
Familiarity	2.4%	46	3.4%	2	4.5%	2	17.5%	5	0.8%	2	3.8%	3	5.3%	5	3.9%	7	1.0%	0	1.0%	3	1.9%	1	1.4%	2
Free car parking	0.5%	10	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Friendly / community atmosphere	1.7%	33	0.0%	0	4.1%	2	6.4%	2	0.0%	0	1.1%	1	1.4%	1	4.7%	8	0.0%	0	0.0%	0	5.6%	4	2.6%	3
Good markets	0.9%	18	0.0%	0	0.7%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	12	0.0%	0	0.0%	0	0.7%	1	3.1%	4
Good range of charity shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Good range of independent / specialist shops	2.2%	43	0.7%	0	4.6%	2	3.1%	1	1.1%	3	7.4%	6	2.7%	2	6.8%	12	1.3%	1	1.6%	4	3.2%	2	2.2%	3
Has a Costco nearby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Debenhams store nearby	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a John Lewis store nearby	0.7%	14	0.9%	1	0.0%	0	0.0%	0	4.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Marks & Spencer store	0.4%	8	0.6%	0	0.7%	0	0.0%	0	0.8%	2	0.8%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Primark store nearby	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0	0.0%	0
Has everything I need	0.9%	18	0.0%	0	0.5%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	0	0.0%	0	2.5%	2	1.7%	2
Indoor shopping centre / everything under one roof	1.3%	26	4.5%	3	0.0%	0	0.0%	0	2.9%	8	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.9%	5	0.7%	1	0.8%	1
Pedestrianised areas	0.4%	7	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet / not too big	1.4%	28	1.7%	1	0.5%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	8	0.0%	0
Strength of supermarket provision	1.5%	29	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	2.9%	1	2.8%	7	0.0%	0	6.1%	8
Traditional town centre	0.6%	12	1.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	8.6%	7	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cultural diversity	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access / parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good mix of indoor and outdoor shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality schools	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Good range of shops in general	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Has a TK Maxx store	0.2%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0
Has a good town hall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	10.6%	205	6.8%	5	6.2%	3	6.8%	2	9.7%	26	1.5%	1	11.8%	11	13.6%	23	15.5%	8	8.7%	23	9.9%	8	21.2%	28
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? [MR]
Those who mentioned a centre at Q27:

1st Mention

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Better environment	0.9%	18	0.0%	0	1.1%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	3	0.0%	0	0.0%	0	2.2%	2	5.8%	7
Better layout / shops closer together	0.5%	9	0.0%	0	2.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0	0.5%	1
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	10	0.7%	1	0.5%	1
Cheaper / free parking	6.4%	123	2.2%	2	15.4%	7	2.3%	1	11.7%	32	3.4%	3	1.4%	1	6.3%	11	2.0%	1	9.1%	24	10.0%	8	0.0%	0
Cheaper public transport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Discount foodstores within the town centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Easier to get to by car	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	10	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fill the vacant shops	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	1.4%	1	1.8%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improve the nightlife	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improved food shops within the town centre	0.5%	9	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0	2.9%	2	0.7%	1
Improved leisure facilities	0.7%	13	0.0%	0	1.1%	0	0.8%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.0%	20	1.3%	1	0.0%	0	1.2%	0	0.0%	0	1.1%	1	0.0%	0	1.9%	3	1.0%	0	0.9%	2	6.9%	5	0.0%	0
Improved quality of shops	0.8%	15	0.7%	0	0.0%	0	0.6%	0	1.1%	3	0.0%	0	1.9%	2	0.0%	0	1.9%	1	0.0%	0	0.7%	1	0.8%	1
Improved road surfaces (e.g. repair potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	5	0.9%	1	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Increased general choice and range of shops	10.4%	200	13.0%	9	3.7%	2	9.4%	2	3.4%	9	1.5%	1	2.8%	3	12.6%	22	14.3%	7	10.3%	27	9.0%	7	11.2%	15
Increased public transport	1.0%	20	0.0%	0	0.6%	0	8.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	9	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Less cheap shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less traffic	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.7%	14	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	3.7%	3	0.5%	1
More / better disabled	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
facilities																								
More / better financial services (e.g. banks / building societies)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	1.4%	27	0.0%	0	0.0%	0	6.6%	2	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	3.1%	59	15.9%	11	2.9%	1	1.4%	0	1.1%	3	8.2%	6	0.0%	0	6.5%	11	2.3%	1	2.3%	6	4.4%	3	0.0%	0
More parking	9.9%	191	6.0%	4	24.9%	11	3.9%	1	5.5%	15	17.6%	14	14.2%	13	6.6%	11	8.3%	4	5.8%	15	27.2%	21	14.2%	19
More pedestrianised streets	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.5%	10	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a department store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	1.0%	1	0.5%	1
Open a John Lewis store	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.7%	1	2.0%	3
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.8%	1039	57.4%	41	44.6%	20	56.6%	15	71.6%	195	56.0%	44	71.3%	64	38.1%	66	67.6%	34	60.8%	159	20.9%	16	41.3%	54
(Don't know)	2.3%	45	0.6%	0	1.3%	1	0.0%	0	1.6%	4	0.0%	0	5.5%	5	1.9%	3	1.6%	1	1.0%	3	2.6%	2	16.9%	22
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
2nd Mention																								
Better environment	0.2%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.1%	3	0.7%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	1.5%	28	1.3%	1	6.8%	3	1.7%	0	1.3%	4	1.1%	1	0.0%	0	3.9%	7	2.3%	1	0.0%	0	4.2%	3	1.7%	2
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.3%	5	3.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Improve the nightlife	1.5%	28	0.0%	0	0.0%	0	0.0%	0	9.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.4%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.5%	1
Improved leisure facilities	0.6%	11	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	3.6%	3	0.7%	1
Improved non-food shops within the town centre	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	1.3%	3	0.0%	0	0.5%	1
Improved quality of shops	1.4%	27	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	1	0.0%	0	6.1%	5	2.6%	3
Improved road surfaces (e.g. repair potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Improved street cleaning	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	2.2%	42	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.9%	2	2.0%	1	0.0%	0	5.4%	4	1.5%	2
Increased public transport	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Introduce Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.7%	1	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.2%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.7%	13	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	10	0.0%	0	0.0%	0
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.3%	6	0.0%	0	0.0%	0	1.4%	0	0.8%	2	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
building societies)																								
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
More facilities for the elderly	0.1%	2	0.0%	0	1.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.6%	12	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
More parking	1.6%	31	0.0%	0	16.4%	8	0.6%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	1.3%	1	1.0%	3	10.5%	8	1.7%	2
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	6	0.9%	1	0.0%	0	0.6%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a department store	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Open a John Lewis store	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.4%	1591	83.8%	60	67.5%	31	88.7%	24	86.5%	235	93.3%	73	90.2%	81	73.6%	127	87.8%	44	90.9%	238	59.6%	45	70.2%	91
(Don't know)	2.3%	44	0.6%	0	1.3%	1	0.0%	0	1.6%	4	0.0%	0	5.5%	5	1.9%	3	1.6%	1	1.0%	3	2.6%	2	16.2%	21
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
3rd Mention																								
Better environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Improved non-food shops within the town centre	0.1%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.5%	1
Improved quality of shops	0.4%	9	0.7%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	1
Improved road surfaces (e.g. repair potholes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	2.0%	3
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less traffic	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More / better advertising of events / activities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	0	0.0%	0	0.7%	1	0.5%	1
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
building societies)																								
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	0.1%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.3%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.7%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Open a department store	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.2%	5	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.9%	1812	98.1%	70	88.7%	41	95.5%	25	98.4%	267	100.0%	79	94.5%	85	85.8%	148	93.1%	46	98.0%	256	88.6%	68	78.0%	101
(Don't know)	2.4%	47	0.6%	0	1.3%	1	1.6%	0	0.8%	2	0.0%	0	5.5%	5	3.2%	6	1.6%	1	1.0%	3	2.6%	2	17.4%	23
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

Q31X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? Any mention: [MR]

Those who mentioned a centre at Q27:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Better environment	1.3%	25	0.0%	0	1.1%	0	3.7%	1	0.0%	0	0.0%	0	1.4%	1	2.8%	5	1.0%	0	0.0%	0	2.2%	2	5.8%	7
Better layout / shops closer together	0.6%	11	0.7%	0	3.7%	2	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	5	0.0%	0	0.5%	1
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	10	0.7%	1	0.5%	1
Cheaper / free parking	7.9%	153	3.5%	2	22.1%	10	4.0%	1	13.0%	35	4.5%	4	1.4%	1	10.8%	19	4.3%	2	9.1%	24	14.9%	11	1.7%	2
Cheaper public transport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Discount foodstores within the town centre	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Easier to get to by car	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.9%	10	0.0%	0	0.0%	0
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fill the vacant shops	1.3%	25	3.9%	3	0.7%	0	0.0%	0	0.0%	0	9.8%	8	1.4%	1	1.8%	3	0.0%	0	0.0%	0	0.7%	1	0.5%	1
Improve the nightlife	1.9%	36	0.0%	0	0.0%	0	0.0%	0	9.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Improved food shops within the town centre	0.9%	18	0.7%	0	0.7%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	3	2.3%	1	0.0%	0	3.7%	3	1.2%	1
Improved leisure facilities	1.3%	25	0.0%	0	1.1%	0	3.1%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	4	0.0%	0	0.9%	2	3.6%	3	1.2%	2
Improved non-food shops within the town centre	1.9%	37	1.3%	1	0.6%	0	1.2%	0	0.0%	0	1.1%	1	0.0%	0	4.5%	8	3.0%	1	2.3%	6	6.9%	5	1.0%	1
Improved quality of shops	2.6%	51	5.2%	4	0.0%	0	2.9%	1	1.1%	3	0.0%	0	1.9%	2	1.3%	2	4.8%	2	0.0%	0	7.6%	6	3.9%	5
Improved road surfaces (e.g. repair potholes)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Improved street cleaning	0.4%	8	0.9%	1	0.7%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Increased general choice and range of shops	12.9%	249	13.6%	10	3.7%	2	9.4%	2	3.4%	9	3.1%	2	2.8%	3	13.5%	23	17.3%	9	10.3%	27	15.4%	12	14.7%	19
Increased public transport	1.1%	21	0.7%	0	0.6%	0	8.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Introduce Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.7%	13	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.7%	1	0.5%	1
Less cheap shops	0.3%	5	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Less traffic	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	2.9%	2	1.0%	1
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More / better advertising of events / activities	0.3%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	1.6%	31	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	1.0%	0	3.9%	10	4.4%	3	1.0%	1
More / better disabled facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More / better financial	0.4%	7	0.0%	0	0.0%	0	1.4%	0	0.8%	2	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
services (e.g. banks / building societies)																								
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
More facilities for the elderly	0.1%	2	0.6%	0	1.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	1.6%	31	0.0%	0	2.2%	1	6.6%	2	3.2%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	4.0%	78	19.6%	14	3.5%	2	1.4%	0	1.1%	3	9.0%	7	0.0%	0	10.0%	17	2.3%	1	2.3%	6	5.9%	5	0.0%	0
More parking	11.7%	226	6.0%	4	41.3%	19	4.5%	1	5.5%	15	17.6%	14	14.2%	13	7.9%	14	9.6%	5	6.8%	18	39.6%	30	16.6%	22
More pedestrianised streets	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.6%	11	0.6%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.7%	14	0.9%	1	0.0%	0	0.6%	0	0.8%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Open a department store	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	10	0.0%	0	0.0%	0	1.0%	1	2.5%	3
Open a John Lewis store	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0	0.7%	1	2.0%	3
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	8	0.0%	0	7.5%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1931		71		46		27		272		79		90		172		50		261		76		130
Sample:		2056		99		100		99		80		87		52		100		83		73		99		97

Q32 Why don't you visit these centres? [MR]

Those who do not visit any of the centres at Q26:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Choice of leisure facilities (cinema, gym, pubs etc)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of non-food shops	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	2.8%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	2	4.9%	1	2.0%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Other centres closer / more convenient	3.2%	9	0.0%	0	0.0%	0	0.0%	0	3.9%	2	6.9%	1	5.7%	5	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0
Too far away from home	38.5%	108	100.0%	0	0.0%	0	0.0%	0	23.3%	13	42.7%	5	46.1%	40	0.0%	0	40.0%	5	40.6%	41	100.0%	1	36.8%	1
Too far away from work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Unable to travel (e.g. old age, disability, ill health etc.)	4.2%	12	0.0%	0	0.0%	0	100.1%	0	15.9%	9	4.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	1
Unfamiliar with the layout / shops / services	1.9%	5	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	2.0%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	10	0.0%	0	0.0%	0	0.0%	0	3.9%	2	39.1%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.8%	1
(Nothing, no reason to visit)	43.0%	120	0.0%	0	0.0%	0	0.0%	0	47.7%	26	8.4%	1	37.4%	32	0.0%	0	46.4%	5	51.0%	52	0.0%	0	0.0%	0
(Don't know)	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Weighted base:		279		0		0		0		54		12		86		0		12		101		1		2
Sample:		154		1		0		1		22		14		50		0		19		27		1		3

Q33 Which other centre do you usually visit?

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Amersham	0.7%	16	0.0%	0	0.6%	0	0.0%	0	2.7%	9	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	2.9%	64	0.6%	0	2.7%	1	34.7%	9	0.0%	0	30.5%	28	10.3%	18	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Barnet	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.9%	7	0.0%	0	0.0%	0
Brent Cross	7.3%	160	6.4%	5	1.1%	0	0.0%	0	2.5%	8	0.0%	0	0.0%	0	6.0%	10	1.9%	1	22.5%	82	0.7%	1	10.7%	14
Central London / West End	6.5%	143	1.3%	1	5.5%	3	1.2%	0	7.9%	26	2.7%	2	0.7%	1	7.2%	12	4.4%	3	6.0%	22	6.1%	5	10.4%	14
Chesham	0.3%	7	1.5%	1	0.7%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Colney Fields	0.9%	19	0.0%	0	0.0%	0	0.6%	0	0.9%	3	0.9%	1	0.0%	0	2.6%	4	8.5%	5	0.0%	0	1.0%	1	0.0%	0
Dunstable	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	2.1%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Eastcote	0.4%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Enfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	2	0.0%	0	0.0%	0
Harpenden	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	4.8%	4	0.5%	1
Harrow	4.1%	90	0.0%	0	0.0%	0	0.0%	0	16.1%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	24	0.0%	0	0.0%	0
Hatfield	2.5%	55	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	1.0%	2	10.1%	17	13.4%	8	2.5%	9	0.0%	0	8.6%	11
High Wycombe	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.7%	2	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hillingdon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hitchin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Leighton Buzzard	1.3%	30	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	16.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney	2.2%	50	2.1%	2	1.9%	1	0.0%	0	1.3%	4	0.0%	0	0.0%	0	6.7%	12	0.8%	0	2.3%	8	0.7%	1	0.5%	1
Luton	0.8%	18	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.8%	0	0.0%	0	2.4%	2	1.9%	3
Milton Keynes	5.1%	112	1.3%	1	9.9%	5	14.9%	4	0.0%	0	7.3%	7	42.6%	75	1.3%	2	1.9%	1	0.7%	2	0.0%	0	5.0%	7
Oxford	0.1%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.4%	9	0.0%	0	0.0%	0	0.0%	0	2.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	6.3%	140	16.2%	12	1.8%	1	0.0%	0	0.0%	0	7.3%	7	0.7%	1	7.8%	13	24.1%	15	2.1%	8	25.2%	19	10.5%	14
Stevenage	0.3%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.3%	3
Uxbridge	2.6%	57	0.0%	0	0.0%	0	0.0%	0	14.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City	3.8%	84	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	11	20.4%	13	3.5%	13	15.0%	12	21.5%	28
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apsley	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bletchley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Brighton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Chalfont St. Peter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Epping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhithe (Bluewater	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Shopping Centre)																								
Harpenden	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Ipswich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Langley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marlow	0.2%	3	0.7%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole, Dorset	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Taunton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock (Lakeside)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wendover	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / none)	46.4%	1025	61.5%	44	74.6%	34	45.6%	12	41.5%	135	39.7%	36	19.5%	34	43.3%	75	16.7%	10	48.0%	174	41.6%	32	22.4%	30
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

Q34ADo you make use of electronic home shopping (i.e. Internet or TV shopping)? [MR]

Yes, Internet	68.5%	1513	72.7%	52	75.1%	34	78.1%	21	63.9%	208	70.9%	64	73.6%	129	75.3%	130	54.4%	33	65.8%	239	68.5%	53	66.8%	89
Yes, Portable internet shopping (through mobile phone)	21.9%	485	31.8%	23	32.0%	15	18.7%	5	17.4%	57	19.6%	18	26.7%	47	13.0%	22	8.0%	5	21.6%	78	23.9%	18	33.8%	45
Yes, TV Shopping	3.5%	78	1.5%	1	2.2%	1	2.1%	1	3.5%	12	0.7%	1	10.4%	18	0.0%	0	0.8%	0	7.9%	29	2.2%	2	6.6%	9
(No)	26.5%	585	18.8%	13	20.9%	10	19.7%	5	34.6%	113	28.4%	26	23.0%	40	23.2%	40	43.7%	27	26.7%	97	28.6%	22	28.8%	38
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

Q34BWhich goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]

Those who make use of electronic home shopping at Q34A:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Banking / finance	4.9%	80	1.9%	1	2.1%	1	7.3%	2	9.9%	21	5.1%	3	6.5%	9	3.1%	4	4.8%	2	1.3%	3	4.1%	2	0.0%	0
Books	46.9%	762	51.1%	30	40.4%	15	46.7%	10	46.1%	98	44.8%	29	33.3%	45	44.3%	59	46.3%	16	52.0%	138	69.9%	38	45.2%	43
Car parts / products	1.4%	22	1.6%	1	3.3%	1	2.2%	0	1.4%	3	1.3%	1	0.9%	1	0.0%	0	2.8%	1	2.2%	6	0.0%	0	0.7%	1
CDs, DVDs, music	39.3%	639	45.3%	26	39.7%	14	43.2%	9	41.1%	88	37.6%	24	30.4%	41	31.1%	41	41.9%	14	46.9%	125	55.6%	30	37.9%	36
Clothes / footwear	44.6%	724	31.5%	18	50.2%	18	38.8%	8	51.4%	110	50.8%	33	44.5%	60	33.3%	44	43.3%	15	40.0%	106	46.0%	25	46.2%	44
Computers / accessories / games	1.5%	25	2.6%	2	1.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	14.7%	8	1.9%	2
Cosmetics / health / beauty / chemist goods	6.2%	100	12.9%	7	3.0%	1	2.9%	1	5.5%	12	12.1%	8	4.1%	5	2.9%	4	7.5%	3	1.9%	5	6.5%	4	2.9%	3
DIY goods	4.6%	75	5.0%	3	2.8%	1	0.0%	0	8.8%	19	6.1%	4	5.4%	7	0.9%	1	8.0%	3	2.2%	6	11.6%	6	0.0%	0
Events tickets	0.3%	6	0.8%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.0%	1	0.7%	1
Food	13.0%	212	26.4%	15	31.5%	11	15.4%	3	12.9%	28	15.8%	10	5.7%	8	12.9%	17	12.3%	4	8.0%	21	13.4%	7	13.4%	13
Furniture / Carpets	4.9%	79	1.9%	1	1.6%	1	0.7%	0	7.4%	16	6.4%	4	5.4%	7	4.2%	6	6.0%	2	1.3%	3	7.1%	4	8.4%	8
Garden items	3.0%	49	1.9%	1	0.7%	0	2.7%	1	9.4%	20	2.8%	2	1.3%	2	0.8%	1	4.1%	1	3.4%	9	2.0%	1	1.6%	2
Gifts	13.6%	220	13.7%	8	20.9%	8	18.7%	4	19.3%	41	9.6%	6	11.9%	16	9.7%	13	9.8%	3	13.1%	35	8.8%	5	12.1%	11
Hobby and craft goods	3.8%	62	2.9%	2	1.4%	0	0.7%	0	5.1%	11	5.8%	4	9.4%	13	5.3%	7	2.9%	1	1.9%	5	0.0%	0	2.3%	2
Holiday and / or travel tickets	4.3%	70	4.4%	3	3.7%	1	5.3%	1	4.4%	9	7.7%	5	7.5%	10	0.8%	1	4.3%	1	3.9%	10	6.5%	4	0.7%	1
Insurance	1.1%	18	0.0%	0	3.3%	1	1.0%	0	2.1%	4	1.3%	1	2.8%	4	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Jewellery	1.5%	25	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.9%	1	1.3%	2	0.0%	0	1.4%	0	4.8%	13	0.0%	0	1.4%	1
Major electrical items	16.8%	274	9.0%	5	13.9%	5	9.0%	2	19.8%	42	19.2%	12	9.6%	13	21.8%	29	14.4%	5	14.4%	38	36.5%	20	4.3%	4
Pet food / products	2.6%	43	1.6%	1	0.7%	0	2.0%	0	2.8%	6	0.0%	0	1.9%	3	5.1%	7	3.3%	1	1.3%	3	1.4%	1	0.7%	1
Small electrical items	19.0%	308	10.0%	6	9.3%	3	23.1%	5	13.4%	28	16.0%	10	30.4%	41	17.5%	23	27.8%	10	22.9%	61	32.1%	18	6.1%	6
Small household goods	12.5%	203	17.1%	10	20.6%	7	27.3%	6	12.4%	26	17.9%	12	7.8%	11	12.4%	16	7.4%	3	13.6%	36	17.6%	10	7.8%	7
Sports goods	4.6%	75	0.0%	0	1.4%	1	2.9%	1	2.4%	5	1.3%	1	13.8%	19	1.1%	2	4.7%	2	4.5%	12	3.1%	2	7.1%	7
Stationery	1.9%	31	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	4.2%	6	0.0%	0	4.8%	13	2.1%	1	0.9%	1
Toys	8.5%	139	7.1%	4	5.8%	2	6.5%	1	4.0%	9	16.7%	11	3.7%	5	2.8%	4	2.7%	1	10.5%	28	7.1%	4	17.4%	16
Wine	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baby items	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile phone / tablet accessories	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	10	0.0%	0	0.7%	1
Musical instruments / sheet music	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	7.7%	125	5.8%	3	11.3%	4	1.7%	0	3.9%	8	18.2%	12	4.7%	6	15.4%	20	8.0%	3	13.1%	35	3.0%	2	1.4%	1
Weighted base:		1625		58		36		22		213		65		135		132		35		266		55		94
Sample:		1509		73		73		70		64		64		72		75		55		64		64		64

Q34CWhich goods or services are you likely to purchase in the future via electronic (home / mobile) shopping? [MR]

Those who make use of electronic home shopping at Q34A:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Banking / finance	4.7%	76	1.1%	1	2.8%	1	6.5%	1	12.3%	26	1.3%	1	8.7%	12	3.1%	4	1.9%	1	2.6%	7	4.1%	2	0.0%	0
Books	33.2%	540	40.6%	24	40.8%	15	24.8%	5	49.1%	105	37.7%	25	23.2%	31	22.2%	29	39.6%	14	34.4%	91	58.1%	32	19.2%	18
Car parts / products	1.3%	22	0.8%	0	2.4%	1	1.0%	0	2.4%	5	1.3%	1	0.0%	0	0.0%	0	2.8%	1	2.2%	6	0.0%	0	0.7%	1
CDs, DVDs, music	25.9%	421	35.0%	20	35.5%	13	21.2%	5	36.6%	78	22.5%	15	14.0%	19	19.0%	25	34.9%	12	28.3%	75	41.7%	23	14.0%	13
Clothes / footwear	27.4%	445	28.3%	16	44.7%	16	37.9%	8	33.8%	72	25.8%	17	32.3%	44	9.7%	13	33.0%	11	22.9%	61	34.4%	19	19.9%	19
Computers / accessories / games	1.4%	23	3.4%	2	0.7%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	14.7%	8	0.0%	0
Cosmetics / health / beauty / chemist goods	4.5%	73	9.7%	6	1.4%	1	0.0%	0	6.5%	14	1.3%	1	6.9%	9	2.0%	3	1.9%	1	1.0%	3	13.6%	7	2.3%	2
DIY goods	2.8%	46	1.9%	1	2.1%	1	0.7%	0	4.7%	10	2.8%	2	1.9%	3	5.3%	7	8.0%	3	0.0%	0	11.2%	6	0.0%	0
Events tickets	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Food	11.0%	178	25.6%	15	17.9%	6	5.5%	1	5.1%	11	9.7%	6	7.0%	9	9.2%	12	8.6%	3	9.9%	26	11.4%	6	3.2%	3
Furniture / carpets	4.9%	80	1.9%	1	0.0%	0	0.7%	0	6.4%	14	3.2%	2	6.9%	9	3.4%	4	4.7%	2	1.3%	3	8.5%	5	12.3%	12
Garden items	1.9%	31	1.9%	1	0.7%	0	0.7%	0	6.0%	13	0.9%	1	1.3%	2	0.0%	0	2.7%	1	3.4%	9	2.0%	1	0.0%	0
Gifts	15.0%	244	16.3%	9	15.8%	6	42.3%	9	20.0%	43	11.9%	8	12.8%	17	2.3%	3	8.4%	3	13.1%	35	15.3%	8	2.1%	2
Hobby and craft goods	2.5%	41	1.9%	1	1.4%	0	0.0%	0	7.2%	15	3.6%	2	2.2%	3	1.1%	2	2.9%	1	1.0%	3	0.0%	0	1.6%	1
Holiday and / or travel tickets	3.1%	51	7.6%	4	2.0%	1	6.8%	1	1.0%	2	5.1%	3	5.0%	7	0.0%	0	2.8%	1	2.6%	7	1.0%	1	1.6%	2
Insurance	0.9%	15	1.1%	1	3.3%	1	1.0%	0	1.0%	2	0.0%	0	1.9%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery	1.3%	22	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.8%	13	0.0%	0	0.7%	1
Major electrical items	12.7%	206	12.3%	7	7.2%	3	4.6%	1	14.7%	31	19.9%	13	6.9%	9	15.3%	20	11.7%	4	11.2%	30	34.5%	19	1.8%	2
Pet food / products	1.9%	31	3.7%	2	3.1%	1	1.0%	0	2.8%	6	0.0%	0	1.0%	1	0.0%	0	3.3%	1	1.3%	3	2.4%	1	0.7%	1
Small electrical items	12.2%	198	6.3%	4	7.7%	3	16.4%	4	4.1%	9	20.2%	13	17.0%	23	16.2%	21	7.5%	3	14.1%	37	31.1%	17	3.4%	3
Small household goods	9.5%	154	12.9%	7	18.3%	7	10.6%	2	12.7%	27	8.0%	5	2.8%	4	7.9%	10	6.0%	2	12.6%	33	18.7%	10	3.2%	3
Sports goods	3.4%	55	0.0%	0	1.4%	1	0.7%	0	1.4%	3	1.3%	1	10.6%	14	2.3%	3	0.0%	0	4.5%	12	4.2%	2	6.4%	6
Stationery	1.1%	18	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.9%	1	1.9%	3	0.0%	0	0.0%	0	3.8%	10	1.0%	1	1.1%	1
Toys	4.6%	75	6.3%	4	5.8%	2	11.8%	3	3.0%	6	8.7%	6	2.7%	4	0.0%	0	1.4%	0	7.0%	19	7.1%	4	3.7%	3
Wine	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baby items	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile phone / tablet accessories	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.8%	10	0.0%	0	0.0%	0
Musical instruments / sheet music	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
(Don't know)	32.9%	536	15.1%	9	25.7%	9	15.7%	3	15.2%	32	41.3%	27	36.4%	49	56.2%	74	27.2%	9	45.6%	121	24.3%	13	48.4%	46
Weighted base:		1625		58		36		22		213		65		135		132		35		266		55		94
Sample:		1509		73		73		70		64		64		72		75		55		64		64		64

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Q34DFor your last electronic (home / mobile) shopping order, how did you receive your goods?																								
Those who make use of electronic home shopping at Q34A:																								
Collection at store	6.2%	101	2.7%	2	5.1%	2	2.4%	1	10.2%	22	1.0%	1	7.7%	10	6.5%	9	19.3%	7	5.5%	15	4.1%	2	1.6%	2
Home delivery	87.3%	1418	93.9%	54	91.1%	33	87.6%	19	82.0%	175	96.2%	63	80.3%	109	85.7%	113	74.2%	26	92.3%	245	92.5%	51	93.7%	88
Delivery to place of work	2.5%	41	0.8%	0	1.4%	0	8.2%	2	4.1%	9	0.0%	0	10.6%	14	2.3%	3	1.4%	0	0.0%	0	1.4%	1	0.9%	1
Collection at click and collect hub	2.2%	35	1.1%	1	1.4%	0	0.0%	0	2.8%	6	1.9%	1	0.0%	0	4.2%	6	1.4%	0	0.0%	0	2.1%	1	2.8%	3
Collection at other location	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	0	1.0%	3	0.0%	0	0.9%	1
(Don't know / varies)	1.1%	18	1.6%	1	1.1%	0	1.9%	0	1.0%	2	0.0%	0	1.3%	2	1.4%	2	2.3%	1	1.3%	3	0.0%	0	0.0%	0
Weighted base:		1625		58		36		22		213		65		135		132		35		266		55		94
Sample:		1509		73		73		70		64		64		72		75		55		64		64		64
Q35 Which of these leisure activities do you participate in? [MR/PR]																								
Indoor sports or health and fitness activity	27.3%	603	29.6%	21	15.8%	7	25.4%	7	34.2%	112	25.2%	23	19.6%	34	25.7%	44	17.6%	11	27.7%	100	29.4%	23	24.0%	32
Cinema	52.4%	1158	74.4%	53	53.4%	24	62.4%	17	52.4%	171	56.9%	52	41.6%	73	62.8%	108	49.5%	30	46.6%	169	57.6%	44	57.8%	77
Restaurant	71.5%	1581	82.0%	59	72.0%	33	84.2%	23	72.4%	236	82.0%	75	55.6%	98	82.8%	143	72.3%	44	66.3%	240	79.2%	61	73.9%	98
Pub / bars / nightclubs	43.7%	966	42.3%	30	58.1%	27	49.5%	13	38.9%	127	61.9%	56	54.7%	96	45.3%	78	38.3%	24	34.2%	124	51.3%	39	55.0%	73
Ten pin bowling	15.1%	333	17.6%	13	8.3%	4	24.0%	6	15.7%	51	9.7%	9	2.9%	5	18.9%	32	5.9%	4	10.7%	39	11.9%	9	22.3%	29
Bingo	1.5%	33	3.2%	2	0.0%	0	0.0%	0	1.7%	6	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.7%	3	0.7%	1	0.5%	1
Theatres / concert halls / museums / art galleries and other cultural facilities	54.6%	1208	52.1%	37	65.1%	30	66.3%	18	63.7%	208	53.0%	48	57.6%	101	65.3%	113	46.3%	28	57.1%	207	70.8%	54	46.2%	61
(None mentioned)	12.2%	270	6.6%	5	14.9%	7	5.4%	1	8.2%	27	8.7%	8	13.0%	23	9.4%	16	14.9%	9	16.8%	61	4.5%	3	11.7%	16
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

Q36 Which centre / facility did you last visit for indoor sports or health and fitness activity?
Those who participate in health and fitness or leisure centre activities at Q35: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	7.3%	43	2.1%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	5.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	5	2.8%	3	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	6.7%	40	2.1%	0	0.0%	0	0.0%	0	26.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Kings Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	8.9%	53	73.2%	15	17.4%	1	2.3%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	1.9%	11	8.8%	2	67.4%	5	23.7%	2	0.0%	0	6.3%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.1%	6	0.0%	0	8.1%	1	34.3%	2	0.0%	0	14.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	2.1%	12	0.0%	0	0.0%	0	0.0%	0	11.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	6.9%	41	0.0%	0	0.0%	0	0.0%	0	22.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	16	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	1.9%	11	0.0%	0	0.0%	0	0.0%	0	9.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	2.3%	14	0.0%	0	0.0%	0	0.0%	0	11.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.1%	6	2.9%	1	0.0%	0	2.3%	0	0.0%	0	23.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leighton Buzzard Town Centre	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	6.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.2%	31	19.6%	2	0.0%	0	3.5%	1	8.1%	3
Others, Zone 18	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	6	0.0%	0
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	16	0.0%	0	0.0%	0
Edgware District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Stanmore District Centre	3.6%	21	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	16	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.8%	11	0.0%	0	0.0%	0	2.3%	0	0.0%	0	29.2%	7	3.6%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.6%	9	0.0%	0	0.0%	0	3.1%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	3.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	20.2%	9	0.0%	0	0.0%	0	35.9%	8	0.0%	0
Hatfield Town Centre	3.3%	20	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	22.9%	2	0.0%	0	6.1%	1	39.8%	13
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
High Wycombe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	2.5%	15	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	14.6%	3	22.2%	7
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.9%	6	0.0%	0	0.0%	0	25.9%	2	0.0%	0	0.0%	0	11.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	9
Others, outside study area	6.5%	38	0.0%	0	7.1%	1	2.3%	0	3.9%	4	11.1%	3	8.6%	3	0.0%	0	10.6%	1	21.1%	20	2.5%	1	2.0%	1
Others																								
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		594		21		7		7		112		23		34		44		11		93		22		32
Sample:		550		27		24		26		29		27		21		25		19		26		24		22

Q37 Which centre / facility did you last visit to go the cinema?
Those who go to the cinema at Q35: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 2																								
Vue, Woodside Leisure Park, Watford, WD25 7JZ	18.5%	204	3.7%	2	6.2%	2	10.7%	2	2.1%	3	1.2%	1	0.0%	0	9.8%	10	3.8%	1	13.7%	23	3.3%	1	0.0%	0
Zone 5																								
Reel Cinemas, Shenley Road, Borehamwood, WD6 1EH	4.3%	47	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0
Zone 6																								
Wyllyotts Theatre & Cinema, Wyllyotts Place, Darkes Lane, Potters Bar	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Watersmeet Theatre, High Street, Rickmansworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Others, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Others, Zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Cineworld, Jarman Square, Hemel Hempstead, HP2 4JW	21.4%	236	89.3%	47	57.3%	14	25.2%	4	0.0%	0	47.7%	24	22.3%	16	34.1%	35	3.3%	1	0.0%	0	27.0%	12	8.0%	6
Zone 13																								
The Rex, High Street, Berkhamsted	2.5%	27	4.4%	2	35.5%	9	19.7%	3	0.0%	0	16.0%	8	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Vue, St. George's Shopping & Leisure Centre, St. Anne's Road, Harrow	9.5%	105	0.0%	0	0.0%	0	0.0%	0	33.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	41	0.0%	0	0.0%	0
Zone 17																								
Others, Zone 17	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Odyssey, London Road, St Albans, AL1 1PQ	5.2%	58	0.8%	0	0.0%	0	10.7%	2	0.0%	0	0.0%	0	0.0%	0	38.2%	39	10.9%	3	2.1%	3	16.5%	7	0.0%	0
Zone 22																								
Odeon, The Galleria, Comet Way, Hatfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Others Outside Study Area																								
Central London / West End	1.7%	19	0.0%	0	0.0%	0	1.3%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	0	5.1%	8	0.0%	0	0.0%	0
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	26.4%	20
Cineworld, The Galaxy Centre, Bridge Street,	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	7.4%	6

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Luton																								
Everyman, Ethorpe Crescent, Gerrards Cross	2.3%	26	0.0%	0	0.0%	0	0.0%	0	16.8%	23	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, Great North Road, New Barnet, Barnet, EN5 1AB	5.0%	56	0.0%	0	0.0%	0	0.0%	0	6.3%	9	0.0%	0	0.0%	0	0.0%	0	3.3%	1	21.5%	36	0.0%	0	0.9%	1
Odeon, Comet Way, Hatfield, AL10 9TF	9.1%	100	1.8%	1	0.0%	0	1.0%	0	0.0%	0	3.7%	2	0.0%	0	13.5%	14	53.9%	16	13.8%	23	29.3%	13	29.7%	23
Odeon, MK1 Shopping & Leisure Park, Stadium Way West, Bletchley	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	35.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Centre, Uxbridge	2.1%	23	0.0%	0	0.0%	0	0.0%	0	15.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Exchange, Exchange Street, Aylesbury	1.9%	21	0.0%	0	1.0%	0	17.2%	3	0.0%	0	20.6%	10	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	9.9%	110	0.0%	0	0.0%	0	12.3%	2	19.8%	27	5.4%	3	24.4%	17	3.3%	3	14.7%	4	13.8%	23	15.1%	7	24.3%	18
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1104		53		24		16		139		50		70		102		30		166		44		76
Sample:		1097		65		64		52		45		50		38		60		45		37		57		55

Q38 Which centre / facility did you last visit to go to a restaurant?
Those who go to restaurants at Q35: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	9.9%	150	2.7%	2	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	36	0.0%	0	0.0%	0
Others, Zone 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.1%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.7%	26	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	7	2.1%	5	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	2.3%	34	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	1.7%	26	0.0%	0	0.0%	0	0.0%	0	6.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sarratt Village Centre	0.6%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Kings Langley Village Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	5.9%	90	39.7%	23	9.6%	3	3.9%	1	0.0%	0	3.6%	2	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Others, Zone 12	0.3%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	3.9%	59	10.4%	6	66.4%	22	20.0%	4	0.0%	0	19.4%	13	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Others, Zone 13	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.5%	23	0.0%	0	4.4%	1	50.2%	10	0.0%	0	10.6%	7	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	6.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	2.8%	42	0.0%	0	0.0%	0	0.0%	0	12.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0	0.0%	0
Hatch End Local Centre	4.2%	63	0.0%	0	0.0%	0	0.0%	0	13.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	21	0.0%	0	0.0%	0
Pinner Village Centre	2.2%	34	0.0%	0	0.0%	0	0.0%	0	12.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Ruislip Town Centre	2.3%	35	0.0%	0	0.0%	0	0.0%	0	15.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.3%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.4%	7	0.0%	0	0.8%	0	1.8%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	22	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Leighton Buzzard Town Centre	2.0%	30	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	30.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	10.5%	10	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	8.1%	123	1.6%	1	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	62.0%	83	20.8%	9	0.0%	0	11.0%	6	5.6%	5
Others, Zone 18	0.6%	9	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.8%	1
Zone 20																								
Barnet Local Centre	2.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	35	0.0%	0	0.0%	0
Edgware District Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0	0.0%	0
Stanmore District Centre	2.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	31	0.0%	0	0.0%	0
Wealdstone Local Centre	0.3%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Others, Zone 20	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	4.1%	2	2.0%	2
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	0.5%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	1.0%	15	1.1%	1	3.1%	1	5.4%	1	0.0%	0	13.9%	10	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	7.4%	112	13.3%	8	3.6%	1	9.6%	2	4.7%	11	4.8%	3	5.3%	5	9.8%	13	8.1%	3	6.6%	16	5.6%	3	3.8%	3
Chalfont St. Giles Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Great Missenden Village Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	3.7%	56	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.2%	8	0.0%	0	0.0%	0	68.6%	41	4.8%	4
Hatfield Town Centre	1.4%	21	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	18.3%	8	0.0%	0	1.0%	1	11.6%	10
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
High Wycombe Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Kenton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	11.0%	9
Marlow Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Mill Hill Local Centre	2.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	30	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.5%	8	1.5%	1	2.1%	1	0.0%	0	0.0%	0	0.9%	1	5.2%	5	0.0%	0	1.2%	0	0.0%	0	0.9%	1	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Princes Risborough Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	8.0%	7
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.0%	1	4.0%	3
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	4.6%	2	0.0%	0	1.0%	1	36.7%	31
Others, outside study area	6.0%	91	16.3%	9	7.0%	2	6.3%	1	10.2%	24	7.6%	5	7.4%	7	1.7%	2	8.9%	4	8.2%	19	4.1%	2	4.2%	4
Others																								
Abroad	0.3%	5	1.1%	1	0.8%	0	1.1%	0	0.0%	0	0.9%	1	1.3%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1511		57		32		20		231		69		97		133		42		235		59		86
Sample:		1538		74		71		72		75		74		59		75		66		65		81		66

Q39 Which centre / facility did you last visit to go to pubs, bars and nightclubs?
Those who go to pub / bars, nightclubs or a social club at Q35: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	10.1%	93	1.6%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	29	0.0%	0	0.0%	0
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.1%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Shenley Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	4	4.1%	5	0.0%	0	0.0%	0
South Mimms Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	2.7%	25	1.5%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.9%	6	0.0%	0	0.0%	0
Sarratt Village Centre	0.6%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Kings Langley Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	6.8%	62	27.5%	8	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1
Others, Zone 12	0.4%	4	10.1%	3	0.9%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	3.7%	34	12.8%	4	77.8%	21	3.8%	0	0.0%	0	7.6%	4	3.8%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.1%	1	0.0%	0	1.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.1%	1	0.0%	0	0.0%	0	3.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.6%	15	1.5%	0	1.0%	0	57.2%	7	0.0%	0	7.6%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Zone 15																								
Chalfont St. Peter Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	1.4%	13	0.0%	0	0.0%	0	0.0%	0	10.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	3.9%	36	0.0%	0	0.0%	0	0.0%	0	17.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	13	0.0%	0	0.0%	0
Hatch End Local Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Pinner Village Centre	1.7%	16	0.0%	0	0.0%	0	0.0%	0	12.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	1.8%	17	0.0%	0	0.0%	0	0.0%	0	13.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	1.1%	10	0.0%	0	0.9%	0	0.0%	0	0.0%	0	19.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Leighton Buzzard Town Centre	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	25.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	7.6%	70	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.2%	48	12.6%	3	0.0%	0	2.9%	1	15.5%	11
Others, Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	4	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Others, Zone 19	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	4	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	25	0.0%	0	0.0%	0
Edgware District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	2.1%	1
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	0.8%	7	0.0%	0	0.0%	0	3.4%	0	0.0%	0	8.3%	4	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	8.3%	76	21.6%	6	1.9%	0	1.3%	0	23.8%	29	6.4%	3	2.2%	2	12.1%	9	0.0%	0	4.9%	6	1.5%	1	1.8%	1
Chalfont St. Giles Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.3%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	4.8%	44	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	0.0%	0	2.1%	3	78.1%	30	2.1%	1
Hatfield Town Centre	2.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	8.5%	10	0.0%	0	19.4%	14
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
High Wycombe Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Kenton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.2%	3
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	0.0%	0	0.0%	0
Milton Keynes Town Centre	2.5%	23	1.5%	0	0.0%	0	14.1%	2	0.0%	0	0.0%	0	24.8%	20	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	2.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	2.0%	1	33.7%	24
Others, outside study area	6.1%	56	8.0%	2	5.0%	1	14.1%	2	1.7%	2	9.4%	5	17.6%	14	8.1%	6	13.9%	3	2.1%	3	3.5%	1	12.0%	9
Others																								
Abroad	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		914		29		27		12		122		52		79		74		21		120		38		72
Sample:		878		44		49		33		36		53		44		43		40		31		52		47

Q40 Which centre / facility did you last visit to go ten-pin bowling?
Those who go ten pin bowling at Q35: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 2																								
Hollywood Bowl, Woodside Leisure Park, Watford, WD25 7JZ	58.5%	182	73.6%	8	66.4%	3	36.0%	2	0.0%	0	56.7%	5	0.0%	0	83.2%	22	0.0%	0	61.7%	22	30.7%	3	24.7%	7
Zone 11																								
Others, Zone 11	0.6%	2	0.0%	0	6.7%	0	3.7%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Go Bowling, Grove Park, Court Drive, Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Eden Centre, Denmark Street, High Wycombe, HP11 2DB	3.1%	10	0.0%	0	0.0%	0	2.7%	0	19.4%	9	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Finchley High Road, Leisure Way, Finchley	5.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	11	0.0%	0	0.0%	0
Hollywood Bowl, Stevenage Leisure Park, Six Hills Way, Stevenage	6.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	3	55.5%	16
MFA Bowl, The Galaxy Centre, Bridge Street, Luton	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	4	11.0%	3
Rogue Bowling, Gatehouse Way, Aylesbury, HP19 8DB	2.0%	6	0.0%	0	13.4%	1	54.9%	3	0.0%	0	28.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	21.8%	68	26.4%	3	13.4%	1	2.7%	0	80.6%	36	0.0%	0	100.0%	5	16.8%	4	100.0%	3	7.2%	3	0.0%	0	8.8%	3
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		311		11		4		6		45		9		5		27		3		36		9		29
Sample:		245		10		12		13		7		8		4		11		3		10		7		13

Q41 Which centre / facility did you last visit to play bingo?
Those who go to bingo at Q35: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 5																								
Gala, The Point, Shenley Road, Borehamwood, WD6 1EH	54.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.6%	3	0.0%	0	100.0%	3	0.0%	0	0.0%	0
Zone 18																								
Top Ten Bingo, Verulam Industrial Estate, London Road, St Albans	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Gala, High Street, Aylesbury, HP20 1SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Danestrete, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Skimpot Road, Luton, LU4 0JB	20.3%	5	20.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Raging Ball Club, Corporation Street, High Wycombe, HP13 6TQ	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, outside study area	21.0%	5	79.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		24		2		0		0		0		0		0		4		0		3		0		1
Sample:		36		2		0		0		0		0		0		3		0		1		0		1

Q42 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?
Those who visit theatre / concert halls, museums / art galleries at Q35: AND Excl. Nulls & SFT

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Zone 1																								
Colne Valley Retail Park, Lower High Street, Watford, WD17 2JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfields Shopping Park, Waterfields Way, Watford, WD17 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Arches Retail Park, Lower High Street, Watford, WD17 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford Town Centre	4.5%	51	1.3%	0	2.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	10	2.5%	1	2.6%	5	0.0%	0	0.0%	0
Others, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Garston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Radlett Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Borehamwood Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling Retail Park, Stirling Way, Borehamwood, WD6 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Potters Bar Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	4	1.3%	2	0.0%	0	0.0%	0
South Mimms Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Croxley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickmansworth Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Northwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Oxhey Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Chorleywood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elstree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarratt Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Abbots Langley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Kings Langley Village Centre	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Apsley Mills Retail Park, London Road, Hemel Hempstead, HP3 9QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12																								
Grovehill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead Town Centre	0.4%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13																								
Berkhamsted Town Centre	0.2%	3	0.0%	0	0.8%	0	2.7%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14																								
Others, Zone 14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tring Town Centre	1.0%	12	1.2%	0	7.4%	2	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15																								
Chalfont St. Peter Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge, UB9 6JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch End Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16																								
Chesham Town Centre	0.2%	3	1.2%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17																								
Dunstable Town Centre	1.2%	14	2.5%	1	1.2%	0	0.0%	0	0.0%	0	1.4%	1	6.5%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.6%	5
Leighton Buzzard Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18																								
Abbey View Retail Park, Griffiths Way, St. Albans, AL1 2RJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Albans City Centre	3.2%	37	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	18	9.7%	3	1.3%	3	7.2%	4	5.9%	3
Others, Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19																								
Albert Bygrave Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
North Orbital Road, St Albans, AL2 1DL																								
Colney Fields Shopping Park, Alsop Close, London Colney, St. Albans, AL2 1BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	1.5%	1
Others, Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 20																								
Barnet Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others, Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 21																								
Wheathampstead Village Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 22																								
Luton Retail Park, Gipsy Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others Outside Study Area																								
Amersham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre	3.4%	39	1.2%	0	3.4%	1	29.1%	5	0.0%	0	31.9%	15	13.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	71.2%	819	82.3%	30	75.4%	22	58.7%	10	75.6%	154	56.5%	26	33.9%	34	58.2%	52	61.1%	16	92.2%	178	74.6%	40	67.9%	40
Chalfont St. Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colindale Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden Village Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harpenden Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.9%	0	0.0%	0	6.2%	3	0.0%	0
Hatfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hattersway Retail Park, Chaul End Lane, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
High Wycombe Town Centre	0.5%	5	0.0%	0	0.8%	0	0.0%	0	1.4%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenton Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chalfont Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	4.0%	46	2.5%	1	2.0%	1	0.9%	0	0.0%	0	0.0%	0	35.5%	36	4.1%	4	1.8%	0	0.0%	0	5.1%	3	2.6%	2
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
The Galleria Outlet, Comet Way, Hatfield, AL10 0XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mall Luton, The Mall, Luton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	2.4%	1	8.8%	5
Others, outside study area	4.4%	51	0.0%	0	0.8%	0	3.0%	1	15.2%	31	6.3%	3	6.4%	6	0.0%	0	1.8%	0	1.3%	2	2.4%	1	1.1%	1
Others																								
Abroad	0.2%	2	2.9%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1150		37		29		17		204		47		100		89		26		193		54		59
Sample:		1139		54		59		57		58		60		52		54		49		50		67		50

Q43 How do you normally travel when visiting leisure destinations?

Those who participate in one or more leisure activities at Q35:

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Car / van (as driver)	56.5%	1096	54.9%	37	41.8%	16	64.4%	16	30.8%	92	64.7%	54	75.2%	115	71.8%	112	52.3%	27	58.5%	177	59.5%	44	58.8%	69
Car / van (as passenger)	8.7%	169	16.1%	11	5.1%	2	6.8%	2	4.9%	15	18.3%	15	9.0%	14	7.1%	11	18.3%	10	12.3%	37	5.8%	4	2.7%	3
Bus, minibus or coach	2.9%	56	2.0%	1	1.3%	0	0.6%	0	1.7%	5	1.5%	1	2.7%	4	1.4%	2	3.6%	2	5.8%	17	0.7%	1	3.5%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.0%	193	0.7%	0	23.9%	9	9.0%	2	17.6%	53	4.0%	3	6.3%	10	7.0%	11	6.9%	4	3.1%	9	11.9%	9	13.2%	15
Taxi	1.5%	30	1.4%	1	1.5%	1	1.2%	0	0.0%	0	3.2%	3	0.0%	0	3.6%	6	2.8%	1	0.9%	3	3.0%	2	3.3%	4
Train	13.5%	262	19.9%	13	23.5%	9	15.9%	4	31.0%	93	6.7%	6	5.9%	9	7.2%	11	11.2%	6	8.2%	25	9.1%	7	11.1%	13
Metro	1.8%	35	0.0%	0	0.0%	0	0.0%	0	6.1%	18	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	15	0.0%	0	0.0%	0
Bicycle	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube / Underground	1.3%	25	0.0%	0	0.0%	0	0.0%	0	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.6%	11	0.0%	0	0.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	67	5.0%	3	1.9%	1	2.0%	1	5.2%	16	0.8%	1	0.8%	1	1.9%	3	4.0%	2	2.5%	8	9.9%	7	6.8%	8
Weighted base:		1940		67		39		25		300		83		153		156		52		302		73		117
Sample:		1926		91		85		93		92		90		86		90		86		86		95		87

Q44 Which leisure facilities would you like to see more of in the area? [MR]

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Bars / pubs / nightclubs	1.9%	41	8.7%	6	0.0%	0	0.0%	0	1.5%	5	1.6%	1	0.0%	0	0.9%	2	0.8%	0	2.1%	8	0.7%	1	5.5%	7
Better / cheaper public transport	0.1%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better disabled access / facilities	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1
Better shopping facilities	1.5%	32	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	5	5.6%	10	0.0%	0	2.2%	1	1.4%	5	3.6%	3	0.0%	0
Bingo	0.1%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley	3.8%	84	6.0%	4	6.8%	3	1.3%	0	8.9%	29	0.7%	1	0.0%	0	5.9%	10	2.7%	2	0.0%	0	3.5%	3	7.3%	10
Bowling green	0.6%	12	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.1%	7	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Cinema	6.3%	139	1.9%	1	0.6%	0	3.5%	1	8.2%	27	4.1%	4	9.8%	17	4.6%	8	1.9%	1	8.2%	30	15.8%	12	1.7%	2
Concert hall / venue	0.6%	13	5.6%	4	2.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Cycle paths / area	0.8%	17	0.0%	0	0.0%	0	0.8%	0	2.5%	8	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dance facilities	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Extreme sports	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf course	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (gym)	2.3%	50	8.5%	6	0.0%	0	4.2%	1	0.9%	3	0.7%	1	2.9%	5	0.0%	0	1.1%	1	2.8%	10	3.9%	3	6.0%	8
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.1%	47	0.0%	0	6.8%	3	1.7%	0	7.5%	25	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.7%	2	1.0%	1	0.5%	1
Indoor soft play areas	0.3%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.7%	3	0.0%	0	1.9%	3
Karting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	2.1%	46	0.0%	0	0.5%	0	3.5%	1	0.9%	3	6.2%	6	5.6%	10	1.5%	3	0.0%	0	2.8%	10	1.7%	1	0.8%	1
More / cheaper parking	0.2%	5	0.0%	0	0.6%	0	0.0%	0	0.9%	3	0.9%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
More activities for teenagers / young adults	0.7%	16	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.8%	0	0.0%	0	4.6%	4	0.0%	0
More activities for the elderly	0.1%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More children facilities / activities	2.0%	44	2.2%	2	0.6%	0	0.6%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	3.1%	2	2.8%	10	6.6%	5	1.0%	1
More footpaths / walkways	0.3%	6	0.0%	0	0.0%	0	0.6%	0	0.7%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More sports facilities (football pitches, tennis courts)	2.5%	55	2.8%	2	0.6%	0	9.1%	2	0.0%	0	2.8%	2	2.4%	4	6.9%	12	1.1%	1	3.1%	11	1.7%	1	1.5%	2
Museum / art galleries	0.7%	15	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Paintballing	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	5.5%	7
Play spaces / park facilites	1.7%	38	2.6%	2	0.0%	0	7.7%	2	1.6%	5	3.7%	3	3.6%	6	0.7%	1	0.8%	0	0.7%	3	1.7%	1	2.0%	3
Restaurants / cafés	2.6%	58	3.2%	2	0.0%	0	0.0%	0	1.5%	5	4.3%	4	1.4%	3	0.9%	2	0.8%	0	0.0%	0	7.3%	6	2.5%	3
Skateboarding	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Swimming pool	7.6%	167	3.2%	2	6.8%	3	3.5%	1	3.8%	12	3.7%	3	2.7%	5	0.0%	0	3.4%	2	15.4%	56	9.7%	7	30.7%	41
Table tennis / snooker / pool venues	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	1	0.0%	0
Theatre	3.5%	78	7.9%	6	1.1%	0	0.6%	0	13.1%	43	0.0%	0	0.7%	1	1.3%	2	2.4%	1	0.0%	0	10.4%	8	2.5%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adult education classes	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art classes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better community centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
Bicycle trails / cycle lanes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boxing club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing wall centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designated bridleways	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor ski slope	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signage	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
More family-orientated activities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0
More festivals	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More motor sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
More religious centres (e.g. churches, temples etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Roller disco	0.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Water park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	63.2%	1398	47.8%	34	75.2%	34	63.2%	17	48.3%	158	74.6%	68	73.6%	129	74.4%	128	73.6%	45	69.9%	253	42.5%	33	48.3%	64
(Don't know)	5.5%	123	2.8%	2	4.1%	2	11.6%	3	13.3%	43	3.0%	3	5.5%	10	2.6%	4	6.1%	4	1.9%	7	8.0%	6	2.6%	3
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

GEN Gender of respondent.

Male	32.8%	724	24.9%	18	31.6%	14	41.0%	11	32.3%	105	22.9%	21	43.9%	77	37.4%	64	33.2%	20	25.2%	91	27.4%	21	35.6%	47
Female	67.2%	1486	75.1%	54	68.4%	31	59.0%	16	67.7%	221	77.1%	70	56.1%	99	62.6%	108	66.8%	41	74.8%	271	72.6%	56	64.4%	85
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

AGE Could I ask how old you are please?

18 – 24 years	7.7%	171	0.0%	0	6.2%	3	19.7%	5	7.5%	25	7.8%	7	0.0%	0	0.0%	0	9.0%	6	15.9%	57	0.0%	0	5.5%	7
25 – 34 years	10.9%	240	21.7%	16	31.0%	14	13.1%	4	7.5%	25	0.0%	0	16.4%	29	7.3%	13	0.0%	0	0.0%	0	8.2%	6	27.5%	36
35 – 44 years	17.2%	380	15.4%	11	8.8%	4	7.0%	2	13.3%	43	22.0%	20	5.8%	10	25.9%	45	3.2%	2	11.2%	41	17.5%	13	21.4%	28
45 – 54 years	15.8%	348	28.6%	20	17.3%	8	15.3%	4	8.1%	27	18.2%	17	16.2%	29	14.5%	25	11.4%	7	12.1%	44	23.0%	18	12.4%	16
55 – 64 years	20.1%	445	13.9%	10	16.4%	8	16.5%	4	27.1%	88	25.2%	23	25.5%	45	28.1%	48	21.6%	13	24.7%	90	19.7%	15	14.5%	19
65+ years	24.3%	538	17.3%	12	18.6%	9	20.8%	6	30.9%	101	24.6%	22	33.7%	59	18.8%	32	45.6%	28	32.6%	118	26.8%	21	14.6%	19
(Refused)	4.0%	89	3.2%	2	1.8%	1	7.6%	2	5.5%	18	2.3%	2	2.4%	4	5.3%	9	9.2%	6	3.5%	13	4.8%	4	4.0%	5
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

PC Postcode Sector	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
AL1 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 2	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 4	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL1 5	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL109	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	30
AL2 1	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0
AL2 2	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL2 3	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 4	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 5	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 6	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 7	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 8	0.4%	9	13.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL4 0	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	17	0.0%	0	0.0%	0	0.0%	0
AL4 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	9	0.0%	0
AL4 9	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	13	0.0%	0
AL5 2	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	11	0.0%	0
AL5 3	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 4	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	20	0.0%	0
AL5 5	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	24	0.0%	0
AL6 9	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	16
AL8 7	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	36
AL9 6	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0
AL9 7	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	21	0.0%	0	0.0%	0	0.0%	0
EN4 0	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	9	0.0%	0	0.0%	0
EN4 9	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	13	0.0%	0	0.0%	0
EN5 2	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	23	0.0%	0	0.0%	0
EN5 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
EN5 4	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	16	0.0%	0	0.0%	0
EN5 5	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	10	0.0%	0	0.0%	0
EN6 2	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 4	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	14	0.0%	0	0.0%	0	0.0%	0
EN6 5	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA1 4	0.6%	13	0.0%	0	0.0%	0	0.0%	0	4.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 0	1.6%	35	0.0%	0	0.0%	0	0.0%	0	10.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 6	0.7%	14	0.0%	0	0.0%	0	0.0%	0	4.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 7	0.5%	10	0.0%	0	0.0%	0	0.0%	0	3.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 9	0.6%	14	0.0%	0	0.0%	0	0.0%	0	4.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA3 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	5	0.0%	0	0.0%	0
HA3 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	13	0.0%	0	0.0%	0
HA3 7	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	20	0.0%	0	0.0%	0
HA4 7	0.6%	13	0.0%	0	0.0%	0	0.0%	0	4.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
HA4 8	0.9%	19	0.0%	0	0.0%	0	0.0%	0	6.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 9	1.3%	30	0.0%	0	0.0%	0	0.0%	0	9.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 1	0.9%	21	0.0%	0	0.0%	0	0.0%	0	6.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 2	0.6%	14	0.0%	0	0.0%	0	0.0%	0	4.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 3	1.1%	24	0.0%	0	0.0%	0	0.0%	0	7.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 4	1.4%	31	0.0%	0	0.0%	0	0.0%	0	9.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA5 5	1.6%	36	0.0%	0	0.0%	0	0.0%	0	11.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA6 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	4.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA6 2	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA6 3	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA7 1	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	34	0.0%	0	0.0%	0
HA7 2	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	15	0.0%	0	0.0%	0
HA7 3	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	12	0.0%	0	0.0%	0
HA7 4	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	29	0.0%	0	0.0%	0
HA8 0	1.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	34	0.0%	0	0.0%	0
HA8 5	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0	0.0%	0
HA8 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	13	0.0%	0	0.0%	0
HA8 7	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	19	0.0%	0	0.0%	0
HA8 8	1.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	29	0.0%	0	0.0%	0
HA8 9	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	10	0.0%	0	0.0%	0
HP1 1	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP1 2	0.9%	21	28.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP1 3	0.5%	11	15.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP2 4	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP2 5	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP2 6	0.9%	21	28.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP2 7	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP224	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP225	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP234	0.4%	8	0.0%	0	0.0%	0	31.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP235	0.8%	18	0.0%	0	0.0%	0	68.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP236	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP3 0	0.5%	10	14.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP3 8	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP3 9	2.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP4 1	0.6%	13	0.0%	0	27.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP4 2	0.6%	14	0.0%	0	30.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP4 3	0.9%	19	0.0%	0	41.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP5 1	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP5 2	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP5 3	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU1 3	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	9
LU1 4	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU2 9	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	28
LU6 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU6 2	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU6 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
LU7 0	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 1	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 2	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 3	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 4	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU7 9	0.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW7 3	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	18	0.0%	0	0.0%	0
NW7 4	1.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	32	0.0%	0	0.0%	0
SG4 8	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	14
SL9 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL9 9	1.4%	31	0.0%	0	0.0%	0	0.0%	0	9.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB9 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB9 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD171	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD172	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD173	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD174	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD180	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD186	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD187	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD188	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD194	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD195	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD196	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD197	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD231	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD232	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD233	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD234	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD244	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD245	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD246	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD247	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD250	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD257	1.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD258	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD259	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 1	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 3	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 4	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 5	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 8	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD3 9	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD4 8	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD4 9	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22	
WD5 0	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 2	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 3	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 4	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD6 5	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD7 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD7 8	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WD7 9	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100
QUOTA Zone																								
Zone 1	5.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	4.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	1.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.2%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	1.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	2.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	2.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	5.4%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	3.2%	72	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	2.1%	46	0.0%	0	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	1.2%	27	0.0%	0	0.0%	0	100.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	14.8%	326	0.0%	0	0.0%	0	0.0%	0	100.0%	326	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	4.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 17	8.0%	176	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	176	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 18	7.8%	172	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	172	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 19	2.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0
Zone 20	16.4%	362	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	362	0.0%	0	0.0%	0
Zone 21	3.5%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0
Zone 22	6.0%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	132
Weighted base:		2210		72		46		27		326		91		176		172		61		362		77		132
Sample:		2210		100		100		100		102		101		102		100		102		100		100		100

Appendix 3:

Data Tabulations

By Q27 – Part One

(Weighted)

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
MeanScore: visits per week																						
Q28 How often do you visit (CENTRE MENTIONED AT Q27)? *Those who mentioned a centre at Q27:*																						
Daily	6.8%	131	16.5%	4	10.7%	11	9.0%	15	14.5%	4	11.1%	1	19.5%	3	18.9%	16	2.9%	2	1.6%	4	22.2%	1
At least two times a week	14.3%	276	25.7%	7	25.0%	26	13.8%	23	16.7%	4	42.2%	3	63.0%	10	44.6%	39	27.6%	16	7.6%	21	0.0%	0
At least once a week	20.4%	393	30.8%	8	15.2%	16	26.3%	44	37.1%	9	5.3%	0	8.2%	1	23.1%	20	25.0%	15	20.3%	56	18.5%	1
At least once a fortnight	17.6%	340	25.4%	7	15.8%	16	16.6%	28	28.0%	7	0.0%	0	2.5%	0	4.1%	4	1.1%	1	34.5%	95	0.0%	0
At least once a month	16.5%	319	1.5%	0	17.3%	18	14.6%	24	0.9%	0	32.9%	3	1.2%	0	7.6%	7	6.3%	4	14.6%	40	40.7%	3
At least every two months	7.8%	151	0.0%	0	6.9%	7	5.4%	9	0.0%	0	8.5%	1	0.0%	0	0.0%	0	1.1%	1	5.8%	16	0.0%	0
At least every 3 months	6.6%	127	0.0%	0	2.5%	3	7.6%	13	0.0%	0	0.0%	0	1.2%	0	0.0%	0	20.0%	12	7.3%	20	9.3%	1
At least every 6 months	3.1%	59	0.0%	0	1.8%	2	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.2%	12	0.0%	0
Less often than once every 6 months	2.8%	54	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	6	9.3%	1
Have only visited once	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	80	0.0%	0	1.7%	2	4.6%	8	2.7%	1	0.0%	0	4.4%	1	1.7%	1	12.4%	7	1.8%	5	0.0%	0
Mean:		*1.46*		*2.62*		*2.08*		*1.66*		*2.26*		*2.63*		*4.16*		*3.44*		*1.83*		*0.86*		*1.87*
Weighted base:		1931		27		102		168		25		8		16		86		59		275		7
Sample:		2056		50		162		165		36		21		57		98		25		279		10
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)? *Those who mentioned a centre at Q27:*																						
Car / van (as driver)	72.8%	1406	30.4%	8	69.5%	71	75.4%	127	44.2%	11	56.0%	4	53.2%	8	65.0%	56	69.1%	41	75.8%	209	81.5%	5
Car / van (as passenger)	6.3%	122	19.2%	5	2.3%	2	6.3%	11	11.8%	3	0.0%	0	0.0%	0	4.4%	4	2.5%	1	6.6%	18	9.3%	1
Bus (including the busway or guided bus), minibus or coach	4.7%	90	0.0%	0	1.5%	2	8.4%	14	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.6%	2	6.3%	17	9.3%	1
Motorcycle, scooter or moped	0.0%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.0%	232	49.2%	13	20.6%	21	9.5%	16	39.3%	10	44.0%	3	45.6%	7	27.8%	24	12.4%	7	8.8%	24	0.0%	0
Taxi	0.6%	12	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	7	0.9%	3	0.0%	0
Train	1.5%	29	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	17	0.0%	0	0.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube / Underground	0.5%	9	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	13	0.0%	0	0.2%	0	0.5%	1	1.9%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	5	0.0%	0
Weighted base:		1931		27		102		168		25		8		16		86		59		275		7
Sample:		2056		50		162		165		36		21		57		98		25		279		10

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
Q30 What do you like most about (CENTRE MENTIONED AT Q27)? *Those who mentioned a centre at Q27:*																						
A change of scene / somewhere different to go	0.8%	15	0.0%	0	1.4%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.7%	5	9.3%	1
Choice and range of shops	32.3%	624	10.2%	3	38.1%	39	38.9%	65	1.6%	0	5.3%	0	5.7%	1	12.3%	11	13.5%	8	31.7%	87	27.8%	2
Choice of leisure facilities (restaurants, pubs etc)	3.7%	72	1.5%	0	6.6%	7	0.7%	1	39.5%	10	41.4%	3	6.2%	1	0.0%	0	16.8%	10	0.6%	2	0.0%	0
Choice of services (hairdressers, banks etc)	1.5%	29	0.0%	0	0.0%	0	1.8%	3	11.5%	3	2.6%	0	6.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Close to home	20.4%	394	25.3%	7	11.4%	12	22.5%	38	15.5%	4	40.5%	3	42.6%	7	36.1%	31	4.0%	2	27.2%	75	9.3%	1
Close to work	1.1%	22	0.0%	0	0.8%	1	1.3%	2	0.6%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	3	0.0%	0
Compact layout / shops close together	1.8%	35	1.5%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	4.1%	4	0.0%	0	1.2%	3	0.0%	0
Convenient car parking	3.6%	69	3.8%	1	0.0%	0	5.7%	10	0.0%	0	0.0%	0	1.3%	0	2.1%	2	1.0%	1	6.2%	17	0.0%	0
Convenient for visiting family / friends	1.8%	34	2.7%	1	4.4%	5	1.3%	2	8.4%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	3	0.0%	0
Easily accessible by car	0.6%	12	0.0%	0	1.3%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Easily accessible by public transport	0.5%	10	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0
Environmental quality of centre	4.3%	84	1.2%	0	11.9%	12	0.0%	0	1.9%	0	2.5%	0	2.5%	0	4.9%	4	0.0%	0	5.7%	16	0.0%	0
Familiarity	2.4%	46	3.8%	1	2.2%	2	2.2%	4	4.9%	1	0.0%	0	12.9%	2	2.4%	2	0.0%	0	2.6%	7	9.3%	1
Free car parking	0.5%	10	0.0%	0	0.0%	0	2.4%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Friendly / community atmosphere	1.7%	33	14.6%	4	3.3%	3	0.0%	0	4.2%	1	2.6%	0	8.0%	1	7.0%	6	0.0%	0	0.6%	2	13.0%	1
Good markets	0.9%	18	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	1
Good range of charity shops	0.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent / specialist shops	2.2%	43	1.2%	0	6.9%	7	2.9%	5	2.1%	1	5.1%	0	8.5%	1	4.1%	4	0.0%	0	0.0%	0	9.3%	1
Has a Costco nearby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Debenhams store nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Has a John Lewis store nearby	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Marks & Spencer store	0.4%	8	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Has a Primark store nearby	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Has everything I need	0.9%	18	0.0%	0	0.5%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.2%	1	0.0%	0
Indoor shopping centre / everything under one roof	1.3%	26	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Pedestrianised areas	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	7	0.0%	0
Small / quiet / not too big	1.4%	28	31.9%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	9.7%	8	0.0%	0	0.6%	2	0.0%	0
Strength of supermarket provision	1.5%	29	0.0%	0	0.7%	1	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	11	0.1%	0	0.0%	0
Traditional town centre	0.6%	12	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.1%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cultural diversity	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
Feels safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access / parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Good mix of indoor and outdoor shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality schools	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Good range of shops in general	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a TK Maxx store	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Has a good town hall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0
(Nothing in particular)	10.6%	205	2.4%	1	1.8%	2	10.7%	18	6.0%	1	0.0%	0	3.2%	1	6.1%	5	36.6%	22	11.1%	31	0.0%	0
Weighted base:		1931		27		102		168		25		8		16		86		59		275		7
Sample:		2056		50		162		165		36		21		57		98		25		279		10

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? [MR]																						
Those who mentioned a centre at Q27:																						
1st Mention																						
Better environment	0.9%	18	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	10.9%	6	0.2%	1	0.0%	0
Better layout / shops closer together	0.5%	9	0.0%	0	1.1%	1	0.0%	0	0.6%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.9%	17	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	6.4%	123	1.2%	0	2.2%	2	0.5%	1	1.1%	0	2.6%	0	0.0%	0	8.8%	8	0.0%	0	8.2%	22	0.0%	0
Cheaper public transport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	4	0.0%	0	0.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Easier to get to by car	0.6%	11	0.0%	0	0.0%	0	6.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.0%	0	0.6%	1	0.0%	0	4.2%	12	0.0%	0
Improve the nightlife	0.4%	7	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.5%	9	1.2%	0	1.0%	1	0.3%	0	0.0%	0	10.3%	1	0.0%	0	2.6%	2	0.0%	0	0.1%	0	0.0%	0
Improved leisure facilities	0.7%	13	0.0%	0	1.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Improved non-food shops within the town centre	1.0%	20	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	3.5%	1	2.6%	2	1.3%	1	0.3%	1	0.0%	0
Improved quality of shops	0.8%	15	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.8%	1	1.5%	4	0.0%	0
Improved road surfaces (e.g. repair potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	5	0.0%	0	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	10.4%	200	12.1%	3	1.3%	1	6.0%	10	5.7%	1	0.0%	0	9.4%	1	11.0%	10	17.2%	10	17.0%	47	18.5%	1
Increased public transport	1.0%	20	0.0%	0	0.4%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.2%	0	0.0%	0
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	9	2.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	1.5%	4	0.0%	0
Less cheap shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.7%	14	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	2.6%	0	3.3%	3	0.0%	0	0.5%	1	0.0%	0
More / better disabled	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
facilities																						
More / better financial services (e.g. banks / building societies)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	1	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
More family-friendly / children's attractions	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	5.2%	1	0.0%	0	0.0%	0	1.2%	3	0.0%	0
More independent / specialist shops	3.1%	59	10.9%	3	2.1%	2	0.0%	0	5.3%	1	5.3%	0	0.0%	0	3.9%	3	0.0%	0	6.7%	19	0.0%	0
More parking	9.9%	191	5.4%	1	26.7%	27	10.8%	18	4.0%	1	13.9%	1	26.4%	4	31.5%	27	0.0%	0	3.0%	8	13.0%	1
More pedestrianised streets	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Nicer atmosphere / friendlier people	0.1%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Open a department store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0
Open a John Lewis store	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.8%	1039	65.2%	17	60.0%	61	65.1%	109	77.7%	19	62.6%	5	43.1%	7	22.8%	20	54.3%	32	51.7%	142	68.5%	5
(Don't know)	2.3%	45	0.0%	0	1.4%	1	0.3%	0	1.9%	0	0.0%	0	0.0%	0	1.1%	1	12.4%	7	2.5%	7	0.0%	0
Weighted base:		1931		27		102		168		25		8		16		86		59		275		7
Sample:		2056		50		162		165		36		21		57		98		25		279		10

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
2nd Mention																						
Better environment	0.2%	4	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.1%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	1.5%	28	2.5%	1	4.2%	4	0.4%	1	0.8%	0	0.0%	0	1.3%	0	3.0%	3	0.0%	0	1.2%	3	13.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.3%	5	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	3	0.0%	0
Improve the nightlife	1.5%	28	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.4%	1	0.0%	0
Improved leisure facilities	0.6%	11	0.0%	0	0.0%	0	0.4%	1	0.0%	0	10.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Improved non-food shops within the town centre	0.7%	14	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	2	0.0%	0
Improved quality of shops	1.4%	27	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	3.4%	9	0.0%	0
Improved road surfaces (e.g. repair potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	2.2%	42	2.4%	1	0.0%	0	4.3%	7	0.8%	0	2.6%	0	1.3%	0	3.5%	3	1.0%	1	5.4%	15	0.0%	0
Increased public transport	0.1%	2	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.1%	0	0.0%	0
Introduce Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.2%	4	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.7%	13	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
building societies)																						
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.1%	2	1.2%	0	0.5%	0	0.0%	0	2.1%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	0.2%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.6%	12	2.8%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	1.3%	1	0.0%	0	2.0%	5	0.0%	0
More parking	1.6%	31	1.2%	0	2.8%	3	1.5%	3	1.1%	0	0.0%	0	5.2%	1	10.3%	9	1.1%	1	2.1%	6	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	6	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0
Open a department store	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.4%	1591	82.5%	22	86.4%	89	88.1%	148	93.3%	23	75.8%	6	86.6%	14	63.3%	55	83.4%	49	79.7%	219	87.0%	6
(Don't know)	2.3%	44	1.2%	0	1.4%	1	0.3%	0	1.9%	0	0.0%	0	0.0%	0	1.1%	1	12.4%	7	2.3%	6	0.0%	0
Weighted base:		1931		27		102		168		25		8		16		86		59		275		7
Sample:		2056		50		162		165		36		21		57		98		25		279		10

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
3rd Mention																						
Better environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Better layout / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Cheaper / free parking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.2%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Improve the nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.1%	2	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
Improved leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.1%	3	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.2%	1	0.0%	0
Improved quality of shops	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	2	0.0%	0
Improved road surfaces (e.g. repair potholes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	0.4%	7	2.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.2%	1	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.2%	4	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
building societies)																						
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	0.1%	2	0.0%	0	1.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.3%	6	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.3%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	1	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	6	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a department store	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.9%	1812	93.5%	25	96.7%	99	95.6%	161	98.1%	25	94.7%	7	98.7%	16	83.9%	72	86.5%	51	92.9%	256	100.0%	7
(Don't know)	2.4%	47	1.2%	0	1.4%	1	1.0%	2	1.9%	0	0.0%	0	0.0%	0	1.1%	1	12.4%	7	2.3%	6	0.0%	0
Weighted base:		1931		27		102		168		25		8		16		86		59		275		7
Sample:		2056		50		162		165		36		21		57		98		25		279		10

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
Q31X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? Any mention: [MR]																						
Those who mentioned a centre at Q27:																						
Better environment	1.3%	25	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	10.9%	6	0.9%	3	0.0%	0
Better layout / shops closer together	0.6%	11	0.0%	0	3.3%	3	0.0%	0	0.6%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	19	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	2	0.0%	0
Cheaper / free parking	7.9%	153	3.7%	1	6.4%	7	0.9%	2	1.9%	0	2.6%	0	1.3%	0	12.5%	11	0.0%	0	9.4%	26	13.0%	1
Cheaper public transport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	5	0.0%	0	0.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Easier to get to by car	0.9%	17	0.0%	0	0.0%	0	8.5%	14	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	1.3%	25	0.0%	0	0.3%	0	0.0%	0	0.8%	0	0.0%	0	3.0%	0	0.6%	1	1.1%	1	5.8%	16	0.0%	0
Improve the nightlife	1.9%	36	1.2%	0	0.0%	0	4.3%	7	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	18	1.2%	0	1.0%	1	0.6%	1	0.0%	0	10.3%	1	0.0%	0	3.3%	3	1.1%	1	0.7%	2	0.0%	0
Improved leisure facilities	1.3%	25	0.0%	0	1.1%	1	0.6%	1	0.0%	0	10.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Improved non-food shops within the town centre	1.9%	37	0.0%	0	0.3%	0	3.0%	5	0.0%	0	0.0%	0	3.5%	1	3.8%	3	2.4%	1	1.1%	3	0.0%	0
Improved quality of shops	2.6%	51	1.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	6	1.8%	1	5.7%	16	0.0%	0
Improved road surfaces (e.g. repair potholes)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	8	0.0%	0	0.9%	1	0.0%	0	0.8%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	12.9%	249	17.3%	5	1.3%	1	11.0%	18	6.5%	2	2.6%	0	10.7%	2	18.3%	16	18.2%	11	22.7%	62	18.5%	1
Increased public transport	1.1%	21	0.0%	0	0.4%	0	1.8%	3	0.0%	0	2.6%	0	0.0%	0	1.3%	1	0.0%	0	0.3%	1	0.0%	0
Introduce Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.7%	13	2.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.6%	1	0.0%	0	1.5%	4	0.0%	0
Less cheap shops	0.3%	5	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.3%	5	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	1.6%	31	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	3.8%	1	5.2%	5	0.0%	0	0.5%	1	0.0%	0
More / better disabled facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial	0.4%	7	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Abbots Langley		Berkhamstead		Borehamwood		Bushey		Bushey Heath		Chorleywood		Harpenden		Hatfield		Hemel Hempstead		Hitchin	
services (e.g. banks / building societies)																						
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.1%	2	1.2%	0	0.5%	0	0.1%	0	2.1%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
More family-friendly / children's attractions	1.6%	31	1.2%	0	1.0%	1	0.3%	1	0.0%	0	5.3%	0	5.2%	1	0.0%	0	0.0%	0	1.2%	3	0.0%	0
More independent / specialist shops	4.0%	78	13.8%	4	2.4%	2	0.0%	0	5.3%	1	11.4%	1	0.0%	0	5.2%	5	0.0%	0	8.7%	24	0.0%	0
More parking	11.7%	226	9.1%	2	28.6%	29	12.2%	21	5.1%	1	13.9%	1	31.5%	5	44.8%	39	1.1%	1	5.0%	14	13.0%	1
More pedestrianised streets	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	1	2.4%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.6%	11	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Nicer atmosphere / friendlier people	0.7%	14	1.5%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.9%	5	0.0%	0
Open a department store	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0
Open a John Lewis store	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1931		27		102		168		25		8		16		86		59		275		7
Sample:		2056		50		162		165		36		21		57		98		25		279		10

Appendix 4:

Data Tabulations
By Q27 – Part Two
(Weighted)

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
MeanScore: visits per week																								
Q28 How often do you visit (CENTRE MENTIONED AT Q27)? *Those who mentioned a centre at Q27:*																								
Daily	6.8%	131	3.4%	1	17.4%	5	2.2%	1	3.3%	1	10.5%	2	3.0%	3	7.4%	2	17.8%	28	0.0%	0	13.9%	8	2.8%	19
At least two times a week	14.3%	276	24.3%	4	0.9%	0	15.9%	7	6.7%	2	30.3%	6	31.0%	29	27.8%	6	14.9%	23	2.8%	1	27.4%	16	4.7%	31
At least once a week	20.4%	393	16.7%	3	8.4%	3	42.5%	19	20.8%	7	14.4%	3	45.3%	42	21.3%	5	19.5%	31	12.4%	3	13.4%	8	15.3%	100
At least once a fortnight	17.6%	340	16.7%	3	6.7%	2	21.4%	10	20.0%	7	6.5%	1	10.2%	10	2.4%	0	12.9%	20	6.1%	1	15.5%	9	18.1%	118
At least once a month	16.5%	319	28.1%	5	45.7%	14	7.5%	3	3.0%	1	16.5%	4	7.1%	7	9.9%	2	16.4%	26	30.1%	7	11.1%	7	22.0%	144
At least every two months	7.8%	151	0.0%	0	0.7%	0	6.8%	3	12.3%	4	4.4%	1	0.0%	0	0.0%	0	1.1%	2	36.2%	9	0.0%	0	15.2%	100
At least every 3 months	6.6%	127	0.0%	0	17.6%	6	0.0%	0	16.9%	6	16.2%	3	0.0%	0	8.2%	2	4.5%	7	9.8%	2	12.7%	8	6.9%	45
At least every 6 months	3.1%	59	3.0%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.6%	1	4.0%	2	5.1%	33
Less often than once every 6 months	2.8%	54	4.8%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	41
Have only visited once	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
(Don't know / varies)	4.1%	80	3.1%	1	2.6%	1	0.8%	0	15.5%	5	1.2%	0	3.0%	3	23.0%	5	10.7%	17	0.0%	0	1.8%	1	3.4%	22
Mean:		*1.46*		*1.60*		*1.57*		*1.37*		*1.00*		*2.22*		*2.04*		*2.46*		*2.41*		*0.40*		*2.37*		*0.75*
Weighted base:		1931		18		31		45		33		21		93		21		157		24		60		653
Sample:		2056		22		29		105		41		59		144		24		103		21		109		496
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)? *Those who mentioned a centre at Q27:*																								
Car / van (as driver)	72.8%	1406	62.3%	11	75.1%	24	70.7%	32	80.0%	27	76.6%	16	64.8%	60	65.0%	14	73.8%	116	90.2%	21	78.6%	47	76.1%	497
Car / van (as passenger)	6.3%	122	0.0%	0	8.1%	3	8.9%	4	4.0%	1	2.1%	0	13.8%	13	0.0%	0	0.7%	1	2.6%	1	4.7%	3	7.8%	51
Bus (including the busway or guided bus), minibus or coach	4.7%	90	9.8%	2	0.0%	0	1.5%	1	11.0%	4	0.6%	0	9.1%	8	0.0%	0	6.4%	10	7.1%	2	2.7%	2	3.9%	25
Motorcycle, scooter or moped	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	12.0%	232	27.9%	5	16.8%	5	11.2%	5	3.9%	1	20.1%	4	8.9%	8	35.0%	7	14.7%	23	0.0%	0	13.6%	8	5.8%	38
Taxi	0.6%	12	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.5%	29	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.8%	25
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.4%	0	1.6%	11
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube / Underground	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	13	0.0%	0	0.0%	0	2.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	4
Weighted base:		1931		18		31		45		33		21		93		21		157		24		60		653
Sample:		2056		22		29		105		41		59		144		24		103		21		109		496

Q30 What do you like most about (CENTRE MENTIONED AT Q27)?
Those who mentioned a centre at Q27:

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
A change of scene / somewhere different to go	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	4.5%	1	0.0%	0	0.4%	3
Choice and range of shops	32.3%	624	19.5%	4	15.0%	5	7.8%	4	22.4%	7	10.5%	2	11.5%	11	4.6%	1	12.3%	19	35.1%	8	6.2%	4	52.4%	343
Choice of leisure facilities (restaurants, pubs etc)	3.7%	72	0.0%	0	0.0%	0	4.7%	2	13.8%	5	5.1%	1	8.7%	8	1.4%	0	7.4%	12	2.8%	1	0.0%	0	1.6%	10
Choice of services (hairdressers, banks etc)	1.5%	29	0.0%	0	0.0%	0	13.2%	6	15.3%	5	21.4%	5	2.9%	3	0.0%	0	1.0%	2	0.0%	0	0.3%	0	0.2%	1
Close to home	20.4%	394	28.4%	5	19.3%	6	33.0%	15	16.1%	5	22.4%	5	19.3%	18	39.5%	8	23.4%	37	10.0%	2	23.1%	14	15.1%	99
Close to work	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	10.8%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	4
Compact layout / shops close together	1.8%	35	3.4%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	30.8%	7	0.0%	0	2.2%	14
Convenient car parking	3.6%	69	0.0%	0	0.0%	0	3.3%	1	0.0%	0	11.0%	2	6.3%	6	0.0%	0	2.1%	3	0.0%	0	1.9%	1	3.7%	24
Convenient for visiting family / friends	1.8%	34	0.0%	0	1.7%	1	0.8%	0	0.0%	0	12.2%	3	1.0%	1	32.0%	7	1.0%	2	0.0%	0	2.9%	2	1.0%	6
Easily accessible by car	0.6%	12	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4
Easily accessible by public transport	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.1%	1
Environmental quality of centre	4.3%	84	0.0%	0	19.8%	6	2.9%	1	0.0%	0	2.9%	1	16.6%	15	0.0%	0	2.2%	4	2.6%	1	13.0%	8	2.3%	15
Familiarity	2.4%	46	3.4%	1	0.0%	0	0.5%	0	0.0%	0	4.0%	1	2.1%	2	3.1%	1	3.6%	6	0.0%	0	14.5%	9	1.2%	8
Free car parking	0.5%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	2.4%	1	0.0%	0
Friendly / community atmosphere	1.7%	33	3.6%	1	1.9%	1	0.5%	0	2.3%	1	0.0%	0	1.4%	1	1.5%	0	5.3%	8	0.0%	0	4.2%	3	0.0%	0
Good markets	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	15	0.0%	0	0.5%	0	0.0%	0
Good range of charity shops	0.2%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Good range of independent / specialist shops	2.2%	43	0.0%	0	1.3%	0	0.0%	0	1.5%	1	3.1%	1	2.8%	3	0.0%	0	7.7%	12	2.8%	1	12.7%	8	0.0%	0
Has a Costco nearby	0.2%	4	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2
Has a Debenhams store nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a John Lewis store nearby	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	14
Has a Marks & Spencer store	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Has a Primark store nearby	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	7
Has everything I need	0.9%	18	3.4%	1	1.3%	0	2.5%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.7%	1	6.1%	1	0.4%	0	1.2%	8
Indoor shopping centre / everything under one roof	1.3%	26	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	17
Pedestrianised areas	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet / not too big	1.4%	28	0.0%	0	0.0%	0	0.7%	0	0.7%	0	2.7%	1	1.6%	2	9.7%	2	0.0%	0	0.0%	0	3.6%	2	0.1%	1
Strength of supermarket provision	1.5%	29	0.0%	0	16.4%	5	2.7%	1	0.0%	0	0.6%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2
Traditional town centre	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cultural diversity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
Feels safe	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Good disabled access / parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good mix of indoor and outdoor shopping	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Good quality schools	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of shops in general	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.7%	4
Has a TK Maxx store	0.2%	4	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a good town hall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	10.6%	205	31.7%	6	4.9%	2	22.6%	10	27.3%	9	0.6%	0	2.2%	2	8.2%	2	14.6%	23	5.3%	1	10.1%	6	9.8%	64
Weighted base:		1931		18		31		45		33		21		93		21		157		24		60		653
Sample:		2056		22		29		105		41		59		144		24		103		21		109		496

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? [MR]																								
Those who mentioned a centre at Q27:																								
1st Mention																								
Better environment	0.9%	18	3.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.9%	1	3.0%	1	1.4%	2	8.7%	2	0.3%	0	0.3%	2
Better layout / shops closer together	0.5%	9	0.0%	0	0.0%	0	0.5%	0	7.8%	3	0.6%	0	0.9%	1	0.0%	0	0.0%	0	2.8%	1	0.6%	0	0.4%	2
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.9%	17	3.4%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	15
Cheaper / free parking	6.4%	123	0.0%	0	0.0%	0	2.7%	1	0.6%	0	0.0%	0	1.1%	1	0.0%	0	4.0%	6	0.0%	0	0.3%	0	12.3%	80
Cheaper public transport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Cheaper shops	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.3%	2
Improve the nightlife	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	13	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	1.4%	1	0.8%	6
Improved non-food shops within the town centre	1.0%	20	0.0%	0	0.0%	0	6.2%	3	1.5%	0	1.5%	0	0.6%	1	0.0%	0	3.6%	6	0.0%	0	1.9%	1	0.2%	1
Improved quality of shops	0.8%	15	0.0%	0	0.0%	0	2.9%	1	0.6%	0	1.7%	0	1.9%	2	2.5%	1	0.0%	0	0.0%	0	0.3%	0	0.7%	4
Improved road surfaces (e.g. repair potholes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	0.3%	0	0.1%	1
Increased general choice and range of shops	10.4%	200	11.9%	2	0.0%	0	28.5%	13	33.5%	11	7.0%	1	12.7%	12	0.0%	0	12.5%	20	2.6%	1	9.6%	6	7.5%	49
Increased public transport	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.1%	7
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	9	3.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2
Less cheap shops	0.1%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less development	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	9
More / better disabled	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
facilities																								
More / better financial services (e.g. banks / building societies)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	1.4%	27	0.0%	0	18.5%	6	0.0%	0	0.0%	0	3.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	2.0%	13
More independent / specialist shops	3.1%	59	0.0%	0	12.4%	4	1.8%	1	11.8%	4	3.6%	1	2.7%	3	6.0%	1	7.1%	11	0.0%	0	1.1%	1	0.8%	6
More parking	9.9%	191	3.1%	1	9.3%	3	12.3%	5	6.2%	2	13.0%	3	12.5%	12	3.8%	1	12.4%	19	10.5%	2	16.6%	10	6.7%	44
More pedestrianised streets	0.1%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	8
Nicer atmosphere / friendlier people	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a department store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.3%	6	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.8%	1039	35.7%	7	51.5%	16	39.9%	18	33.9%	11	50.1%	11	56.5%	53	78.7%	17	36.5%	57	27.2%	6	60.0%	36	59.6%	389
(Don't know)	2.3%	45	21.8%	4	0.0%	0	1.8%	1	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.8%	1	30.8%	7	0.6%	0	1.6%	11
Weighted base:		1931		18		31		45		33		21		93		21		157		24		60		653
Sample:		2056		22		29		105		41		59		144		24		103		21		109		496

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
2nd Mention																								
Better environment	0.2%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.4%	0	0.0%	0
Better layout / shops closer together	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	1.5%	28	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	4.3%	7	7.8%	2	0.0%	0	0.9%	6
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	25
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.4%	7	0.0%	0	0.0%	0	2.1%	1	7.5%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Improved leisure facilities	0.6%	11	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.8%	5
Improved non-food shops within the town centre	0.7%	14	0.0%	0	0.0%	0	1.0%	0	10.3%	3	0.0%	0	1.4%	1	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.4%	27	7.2%	1	1.3%	0	7.4%	3	1.1%	0	3.0%	1	1.4%	1	0.0%	0	0.7%	1	9.0%	2	0.0%	0	0.2%	2
Improved road surfaces (e.g. repair potholes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	0	0.7%	1	0.0%	0	0.0%	0	0.2%	2
Increased general choice and range of shops	2.2%	42	6.7%	1	0.0%	0	3.9%	2	3.9%	1	5.4%	1	3.0%	3	2.5%	1	1.0%	2	5.4%	1	1.1%	1	0.5%	3
Increased public transport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Introduce Park & Ride	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0
Less development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
More / better cafés / restaurants	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	12
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.6%	0	0.6%	4

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
building societies)																								
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
More family-friendly / children's attractions	0.2%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
More independent / specialist shops	0.6%	12	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	3
More parking	1.6%	31	0.0%	0	3.6%	1	2.5%	1	0.6%	0	1.5%	0	1.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.8%	5
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.1%	0
Open a department store	0.3%	5	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	82.4%	1591	47.3%	9	90.4%	28	76.1%	34	67.5%	22	73.5%	16	84.5%	79	96.0%	20	74.6%	117	44.2%	10	93.0%	55	87.0%	569
(Don't know)	2.3%	44	17.1%	3	0.0%	0	1.8%	1	0.0%	0	13.7%	3	0.0%	0	0.0%	0	0.8%	1	30.8%	7	0.6%	0	1.7%	11
Weighted base:		1931		18		31		45		33		21		93		21		157		24		60		653
Sample:		2056		22		29		105		41		59		144		24		103		21		109		496

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
3rd Mention																								
Better environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	0.1%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.1%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.2%	3	0.0%	0	3.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved customer service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.1%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.4%	9	0.0%	0	0.0%	0	0.5%	0	7.5%	3	1.3%	0	0.9%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0
Improved road surfaces (e.g. repair potholes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased general choice and range of shops	0.4%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Less development	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	0.2%	3	3.6%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
More / better disabled facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks /	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.2%	1

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
building societies)																								
More electric charging points for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More family-friendly / children's attractions	0.1%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist shops	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0
More parking	0.3%	5	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
Nicer atmosphere / friendlier people	0.3%	6	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3
Open a department store	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.9%	1812	71.0%	13	96.4%	30	91.4%	41	82.1%	27	80.5%	17	97.9%	91	98.5%	21	89.6%	141	60.1%	14	98.7%	59	97.8%	639
(Don't know)	2.4%	47	17.1%	3	0.0%	0	1.8%	1	0.0%	0	13.7%	3	0.0%	0	0.0%	0	2.1%	3	37.3%	9	1.3%	1	1.4%	9
Weighted base:		1931		18		31		45		33		21		93		21		157		24		60		653
Sample:		2056		22		29		105		41		59		144		24		103		21		109		496

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
Q31X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? Any mention: [MR]																								
Those who mentioned a centre at Q27:																								
Better environment	1.3%	25	3.4%	1	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.9%	1	3.0%	1	2.8%	4	8.7%	2	0.6%	0	0.3%	2
Better layout / shops closer together	0.6%	11	0.0%	0	0.0%	0	0.5%	0	7.8%	3	0.6%	0	0.9%	1	0.0%	0	0.0%	0	2.8%	1	1.1%	1	0.4%	2
Better public toilets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	19	3.4%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	15
Cheaper / free parking	7.9%	153	0.0%	0	0.0%	0	4.2%	2	0.6%	0	1.3%	0	1.1%	1	0.0%	0	9.0%	14	7.8%	2	0.3%	0	13.2%	86
Cheaper public transport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Cheaper shops	0.1%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.9%	17	0.0%	0	3.6%	1	0.5%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Fewer coffee shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Fewer estate agents	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the vacant shops	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.8%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.4%	2
Improve the nightlife	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	25
Improved customer service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	18	0.0%	0	0.0%	0	2.1%	1	8.6%	3	2.8%	1	0.6%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.2%	1
Improved leisure facilities	1.3%	25	11.3%	2	1.3%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.3%	7	0.0%	0	1.4%	1	1.6%	10
Improved non-food shops within the town centre	1.9%	37	0.0%	0	0.0%	0	9.3%	4	11.8%	4	1.5%	0	2.0%	2	1.5%	0	6.1%	10	0.0%	0	1.9%	1	0.2%	1
Improved quality of shops	2.6%	51	7.2%	1	1.3%	0	10.8%	5	9.2%	3	5.9%	1	4.3%	4	2.5%	1	1.4%	2	11.6%	3	0.3%	0	0.9%	6
Improved road surfaces (e.g. repair potholes)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	0	0.7%	1	10.9%	3	0.3%	0	0.4%	3
Increased general choice and range of shops	12.9%	249	18.6%	3	0.0%	0	33.9%	15	37.4%	12	12.4%	3	16.1%	15	2.5%	1	13.4%	21	8.1%	2	10.7%	6	8.0%	52
Increased public transport	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.2%	8
Introduce Park & Ride	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.3%	0	6.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.7%	13	3.6%	1	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2
Less cheap shops	0.3%	5	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.7%	0	0.0%	0
Less development	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2
Longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better advertising of events / activities	0.3%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
More / better cafés / restaurants	1.6%	31	3.6%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	3.2%	21
More / better disabled facilities	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More / better financial	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.6%	0	0.6%	4

	Total		Luton		North Watford / St Albans Road		Potters Bar (Darkes Lane)		Potters Bar (High Street)		Radlett		Rickmansworth		South Oxhey		St Albans		Stevenage		Tring		Watford	
services (e.g. banks / building societies)																								
More electric charging points for cars	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
More facilities for the elderly	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
More family-friendly / children's attractions	1.6%	31	0.0%	0	19.8%	6	0.5%	0	0.0%	0	3.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	2.2%	14
More independent / specialist shops	4.0%	78	0.0%	0	12.4%	4	2.6%	1	11.8%	4	3.6%	1	2.7%	3	6.0%	1	10.9%	17	0.0%	0	2.1%	1	1.4%	9
More parking	11.7%	226	7.9%	1	12.9%	4	14.7%	7	6.9%	2	14.5%	3	14.2%	13	3.8%	1	12.4%	19	13.2%	3	16.6%	10	7.4%	49
More pedestrianised streets	0.1%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street furniture (e.g. seating, litter bins etc.)	0.6%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	8
Nicer atmosphere / friendlier people	0.7%	14	0.0%	0	0.0%	0	0.0%	0	7.8%	3	1.6%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.4%	3
Open a department store	0.7%	14	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	10	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.6%	12	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0	0.0%	0	0.0%	0
Open a Primark store	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1931		18		31		45		33		21		93		21		157		24		60		653
Sample:		2056		22		29		105		41		59		144		24		103		21		109		496

Appendix 5:

Zone Details

Zone	Council	Postcode Sectors	Number of Interviews
1	Watford Borough Council	WD17 1, WD17 2, WD17 3, WD17 4, WD18 0, WD18 6, WD18 7, WD18 8, WD19 4, WD23 2, WD99 1	100
2	Watford Borough Council	WD24 4, WD24 5, WD24 6, WD24 7, WD25 0, WD25 7, WD25 9	102
3	Hertsmere Borough Council	WD23 1, WD23 3, WD23 4, WD25 8	100
4	Hertsmere Borough Council	WD7 7, WD7 8, WD7 9	100
5	Hertsmere Borough Council	WD6 1, WD6 2, WD6 3, WD6 4, WD6 5	100
6	Hertsmere Borough Council	EN6 2, EN6 3, EN6 5	100
7	Three Rivers District Council	WD3 1, WD3 3, WD3 7, WD3 8, WD18 9	101
8	Three Rivers District Council	HA6 2, HA6 3, WD19 5, WD19 6, WD19 7	100
9	Three Rivers District Council	WD3 4, WD3 5, WD3 6, WD3 9	100
10	Three Rivers District Council	WD4 8, WD4 9, WD5 0	100
11	Dacorum Borough Council	HP1 1, HP2 4, HP2 5, HP2 7, HP3 8, HP3 9	100
12	Dacorum Borough Council	AL3 8, HP1 2, HP1 3, HP2 6, HP3 0	100
13	Dacorum Borough Council	HP4 1, HP4 2, HP4 3	100
14	Dacorum Borough Council	HP23 4, HP23 5	100
15	Three Rivers District Council	HA1 1, HA1 4, HA2 0, HA2 6, HA2 7, HA2 9, HA4 7, HA4 8, HA4 9, HA5 1, HA5 2, HA5 3, HA5 4, HA5 5, HA6 1, HA6 6, HA7 9, HA8 4, SL9 0, SL9 9, UB9 5, UB9 6	102
16	Dacorum Borough Council	HP5 1, HP5 2, HP5 3, HP22 4, HP22 5, HP22 6	101
17	Dacorum Borough Council	LU1 4, LU6 1, LU6 2, LU6 3, LU7 0, LU7 1, LU7 2, LU7 3, LU7 4, LU7 9	102
18	Dacorum Borough Council	AL1 1, AL1 2, AL1 3, AL1 4, AL1 5, AL2 2, AL2 3, AL3 4, AL3 5, AL3 6, AL3 7, AL4 9, AL5 3	100
19	Hertsmere Borough Council	AL2 1, AL4 0, AL9 6, AL9 7, EN6 4	102

Zone	Council	Postcode Sectors	Number of Interviews
20	Hertsmere Borough Council	EN4 0, EN4 9, EN5 2, EN5 3, EN5 4, EN5 5, HA3 5, HA3 6, HA3 7, HA7 1, HA7 2, HA7 3, HA7 4, HA8 0, HA8 5, HA8 6, HA8 7, HA8 8, HA8 9, NW7 3, NW7 4	100
21	St Alban City District Council	AL4 8, AL5 1, AL5 2, AL5 4, AL5 5	100
22	St Alban City District Council	AL6 9, AL8 7, AL10 9, SG4 8, LU1 3, LU2 9	100
Total			**2,210**

Appendix 6:

Sample Questionnaire

Job No: 181017
South West Hertfordshire Joint Retail Study

Good morning / afternoon / evening, I am …… from NEMS market research, an independent market research company, and we are conducting a short survey in your area about shopping and leisure habits. Do you have time to answer some questions please? It will take about 6-7 minutes.

QA **Are you the person responsible for the main food shopping in your household?**

Yes
No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 **Where did you last undertake your main food and grocery shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#FOOD	Food List	
155	(Don't do this type of shopping)	**GO TO CLOSE**

Q02 **Where did you undertake your main food and grocery shopping the time before last?**
DO NOT READ OUT. ONE ANSWER ONLY.

#FOOD Food List

Those who last did their main food shopping via the Internet Q01:

Q03 **Which retailer do you purchase your main food internet / home delivery shopping from?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Asda
2 Morrisons
3 Iceland
4 Sainsbury's
5 Tesco
6 Ocado
7 Other (PLEASE WRITE IN)
8 (Don't know / varies)

Q04 **What is the main reason you choose …. (STORE MENTIONED AT Q01) for your main food and grocery shopping?**

DO NOT READ OUT. ONE ANSWER ONLY

001 Accessibility by public transport
002 Car parking prices
003 Car parking provision
004 Choice of food goods available
005 Choice of shops nearby selling non-food goods
006 Choice of shops selling food goods
007 Cleanliness
008 Delivery service
009 Easy to get to by car
010 Entertainment / events
011 Good internal layout
012 Good service / friendly staff
013 Habit / always use it / preference for retailer
014 Internet shopping is convenient
015 Lower prices
016 Loyalty card / points scheme
017 Near to home
018 Near to work
019 Nice shopping environment
020 Only one in the area / no other choice
021 Provision of leisure facilities nearby
022 Provision of services nearby, such as banks and other financial services
023 Public information, signposts and public facilities
024 Quality of food goods available
025 Quality of shops selling food goods
026 Safety (during the day)
027 Safety (during the evening / night time)
028 Staff discount / work there
029 Value for money
030 Other (PLEASE WRITE IN)
031 (Don't know / no reason in particular)

Q05 **What, if anything, is the one thing you most dislike about …. (STORE MENTIONED AT Q01) ?**
DO NOT READ OUT. ONE ANSWER ONLY

001 (Nothing)
002 Change layout too often
003 Expensive parking
004 Difficult to get to
005 Expensive
006 Lack of cycle parking
007 Difficult to park/Lack of parking
008 Lack of public transport
009 Limited range of goods
010 No petrol station
011 Poor internal layout
012 Poor quality
013 Preference for retailer
014 Staff rude / unhelpful
015 Too busy
016 Too far away
017 Too small
018 Other (PLEASE WRITE IN)
019 (Don't know)

Q06 **How often do you normally do your main food shopping at …. (STORE MENTIONED AT Q01?)**
DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY

1 Daily
2 At least two times a week
3 At least once a week
4 At least once a fortnight
5 At least once a month
6 At least every two months
7 Less often
8 Have only visited once
9 (Don't know / varies)

Excluding those who last did their main food shopping via the Internet Q01:

Q07 **How do you normally travel to …. (STORE MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus (including the busway or guided bus), minibus or coach
4 Motorcycle, scooter or moped
5 Walk
6 Taxi
7 Train
8 Metro
9 Bicycle
A Mobility scooter / disability vehicle
B Other (PLEASE WRITE IN)
C (Don't know / varies)

Excluding those who last did their main food shopping via the Internet Q01:

Q08 **How long did your last journey to …. (STORE MENTIONED AT Q01) take?**
DO NOT PROMPT. ONE ANSWER ONLY.

X Amount of time taken to nearest whole minute (PLEASE WRITE IN)
Y (Don't know / can't remember)
Z (Refused)

Q09 **How much on average does your household normally spend on main food and grocery shopping in a week?**
DO NOT PROMPT. ONE ANSWER ONLY.

X To the nearest £: (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Excluding those who last did their main food shopping via the Internet Q01:

Q10 **When you go main food shopping is your trip linked with any other activity?**
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

001	Yes – non-food shopping	**GO TO Q11**
002	Yes – other food shopping	**GO TO Q11**
003	Yes – visiting services such as banks and other financial institutions	**GO TO Q11**
004	Yes – leisure activity	GO TO Q12
005	Yes – travelling to/from work	GO TO Q12
006	Yes – travelling to/from school/college/university	GO TO Q12
007	Yes – getting petrol	GO TO Q12
008	Yes – visiting café / pub / restaurant	GO TO Q12
009	Yes – visiting family/friends	GO TO Q12
010	Yes – visiting health service such as doctor, dentist, hospital	GO TO Q12
011	Yes – visiting other service such as laundrette, hairdresser, recycling	GO TO Q12
012	Yes – other activity (PLEASE WRITE IN)	GO TO Q12
013	(No activity)	GO TO Q12
014	(Don't know / varies)	GO TO Q12

Those who link their main food shopping trip with non-food shopping, other food shopping or visiting services at Q10:

Q11 **Where do you do this linked trip?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q12 **Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes	GO TO Q13
2	No	GO TO Q16

Those who do top-up shopping at Q12:

Q13 **Where did you last undertake your 'top up' shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#FOOD Food List

Those who do top-up shopping at Q12:

Q14 **How often do you make 'top up' shopping trips to …. (STORE MENTIONED AT Q13)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily
2	At least two times a week
3	At least once a week
4	At least once a fortnight
5	At least once a month
6	At least every two months
7	Less often
8	Have only visited once
9	(Don't know / varies)

Those who do top-up shopping at Q12:

Q15 **How much on average does your household normally spend on top up shopping in a week?**
DO NOT READ OUT. ONE ANSWER ONLY.

X	To the nearest £: (PLEASE WRITE IN)
Y	(Don't know / varies)
Z	(Refused)

READ OUT: We now have a few questions about where you go for non-food shopping. In answering these questions the location may be a town centre, a retail park, or a free standing store, or could be facilities such as the Internet, TV shopping or use of a home catalogue.

Q16 **Excluding Christmas shopping, where did you last buy clothing or footwear goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(	Non-Food List	GO TO Q17
C	*Others:*	
076	Abroad	GO TO Q17
077	Internet / catalogue / delivered	**GO TO Q20**
078	Other (PLEASE WRITE IN)	GO TO Q17
079	(Don't know / can't remember)	GO TO Q17
080	(Don't do this type of shopping)	**GO TO Q20**

Those who buy clothing or footwear goods (excluding via the Internet) at Q16:

Q17 **How often do you make shopping trips for clothing or footwear to …. (DESTINATION MENTIONED AT Q16)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Daily
2 At least two times a week
3 At least once a week
4 At least once a fortnight
5 At least once a month
6 At least every two months
7 At least every 3 months
8 At least every 6 months
9 Less often than once every 6 months
A Have only visited once
B (Don't know / varies)

Those who buy clothing or footwear goods (excluding via the Internet or abroad) at Q16:

Q18 **How do you normally travel to …. (LOCATION MENTIONED AT Q16)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus (including the busway or guided bus), minibus or coach
4 Motorcycle, scooter or moped
5 Walk
6 Taxi
7 Train
8 Metro
9 Bicycle
A Mobility scooter / disability vehicle
B Other (PLEASE WRITE IN)
C (Don't know / varies)

Those who buy clothing or footwear goods (excluding via the Internet or abroad) at Q16:

Q19 **When you go shopping for clothing or footwear, do you link this trip with another activity?**
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

001 Yes – food shopping
002 Yes – non-food shopping
003 Yes – visiting services such as banks and other financial institutions
004 Yes – leisure activity
005 Yes – travelling to/from work
006 Yes – travelling to/from school/college/university
007 Yes – getting petrol
008 Yes – visiting café / pub / restaurant
009 Yes – visiting family/friends
010 Yes – visiting health service such as doctor, dentist, hospital
011 Yes – visiting other service such as laundrette, hairdresser, recycling
012 Yes – other activity (PLEASE WRITE IN)
013 No
014 (Don't know / varies)

Q20 **Excluding Christmas shopping, where did you last buy books, CDs, DVDs?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q21 **Excluding Christmas shopping, where did you last buy small household goods such as home furnishings, jewellery, glass and china items?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q22 **Excluding Christmas shopping, where did you last buy goods such as toys, games, bicycles and recreational goods?**

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q23 **Excluding Christmas shopping, where did you last buy chemist goods (including health and beauty products)?**

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q24 **Excluding Christmas shopping, where did you last buy electrical items, such as televisions, washing machines and computers?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q25 **Excluding Christmas shopping, where did you last buy DIY or gardening goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q25A **Excluding Christmas shopping, where did you last buy furniture, carpets and floor coverings?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#NON-F(Non-Food List

Q26 **Do you ever visit any of the following centres?**
READ OUT. CODE ALL THAT APPLY.

1 Borehamwood
2 Potters Bar (Darkes Lane)
3 Potters Bar (High Street)
4 Bushey
5 Bushey Heath
6 Radlett
7 Hemel Hempstead
8 Berkhamstead
9 Tring
A Watford
B North Watford/St Albans Road
C Rickmansworth
D South Oxhey
E Abbots Langley
F Chorleywood
G (Don't visit any of these centres) **GO TO Q32**

Those who visit one or more of the centres mentioned at Q26:

Q27 **Which centre do you visit the most?**
ONE ANSWER ONLY.

1 Abbots Langley
2 Berkhamstead
3 Borehamwood
4 Bushey
5 Bushey Heath
6 Chorleywood
7 Hemel Hempstead
8 North Watford/St Albans Road
9 Potters Bar (Darkes Lane)
A Potters Bar (High Street)
B Radlett
C Rickmansworth
D South Oxhey
E Tring
F Watford

Those who mentioned a centre at Q27:

Q28 **How often do you visit …. (CENTRE MENTIONED AT Q27)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Daily
2 At least two times a week
3 At least once a week
4 At least once a fortnight
5 At least once a month
6 At least every two months
7 At least every 3 months
8 At least every 6 months
9 Less often than once every 6 months
A Have only visited once
B (Don't know / varies)

Those who mentioned a centre at Q27:

Q29 **How do you usually travel to …. (CENTRE MENTIONED AT Q27) (main part of journey)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus (including the busway or guided bus), minibus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Metro
9	Bicycle
A	Mobility scooter / disability vehicle
B	Other (PLEASE WRITE IN)
C	(Don't know / varies)

Those who mentioned a centre at Q27:

Q30 **What do you like most about …. (CENTRE MENTIONED AT Q27)?**
DO NOT READ OUT. ONE ANSWER ONLY.

001	Choice and range of shops
002	Strength of supermarket provision
003	Choice of leisure facilities (restaurants, pubs etc)
004	Choice of services (hairdressers, banks etc)
005	Environmental quality of centre
006	Close to home
007	Close to work
008	Easily accessible by public transport
009	Convenient car parking
010	Free car parking
011	Other (PLEASE WRITE IN)
012	(Nothing in particular)

Those who mentioned a centre at Q27:

Q31 **Are there any measures that would encourage you to visit …. (CENTRE MENTIONED AT Q27) more often?**
DO NOT PROMPT. CODE FIRST 3 MENTIONS

1st Mention|2nd Mention|3rd Mention

001	Increased general choice and range of shops	**GO TO Q33**
002	Improved food shops within the town centre	**GO TO Q33**
003	Discount foodstores within the town centre	**GO TO Q33**
004	Improved non-food shops within the town centre	**GO TO Q33**
005	Improved leisure facilities	**GO TO Q33**
006	Improved quality of shops	**GO TO Q33**
007	More parking	**GO TO Q33**
008	Cheaper parking	**GO TO Q33**
009	Improved street cleaning	**GO TO Q33**
010	Increased public transport	**GO TO Q33**
011	Cheaper public transport	**GO TO Q33**
012	Better environment	**GO TO Q33**
013	Better security	**GO TO Q33**
014	Longer opening hours	**GO TO Q33**
015	Other (PLEASE WRITE IN)	**GO TO Q33**
016	(Nothing / Nothing else)	**GO TO Q33**
017	(Don't know)	**GO TO Q33**

Those who do not visit any of the centres at Q26:

Q32 **Why don't you visit these centres?**
DO NOT READ OUT. CAN BE MULTICODED

001	Lack of choice and range of non-food shops
002	Lack of choice and range of food shops
003	Choice of leisure facilities (cinema, gym, pubs etc)
004	Choice of services (hairdressers, banks etc)
005	Environmental quality of centre
006	Too far away from home
007	Too far away from work
008	Not accessible by public transport
009	Inconveniently located car parking
010	Expensive car parking
011	Traffic congestion
012	Other (PLEASE WRITE IN)
013	(Nothing, no reason to visit)
014	(Don't know)

Q33 **Which other centre do you usually visit?**
DO NOT PROMPT. ONE ANSWER ONLY.

001 St Albans
002 Luton
003 Hatfield
004 Welwyn Garden City
005 Brent Cross
006 Aylesbury
007 Colney Fields
008 Other
009 (Don't know / none)

Q34A **Do you make use of electronic home shopping (i.e. Internet or TV shopping)?**
DO NOT READ OUT. CAN BE MULTICODED

1	Yes, Internet	GO TO Q34B
2	Yes, Portable internet shopping (through mobile phone)	GO TO Q34B
3	Yes, TV Shopping	GO TO Q34B
4	(No)	**GO TO Q35**

Those who make use of electronic home shopping at Q34A:

Q34B **Which goods or services do you currently purchase via electronic (home / mobile) shopping?**
DO NOT READ OUT. CAN BE MULTICODED

001 Banking / finance
002 Books
003 Car parts / products
004 CDs, DVDs, music
005 Clothes
006 Cosmetics / health / beauty / chemist goods
007 DIY goods
008 Food
009 Furniture / Carpets
010 Garden items
011 Gifts
012 Hobby and craft goods
013 Holiday and / or travel tickets
014 Insurance
015 Jewellery
016 Major electrical items
017 Pet food / products
018 Small electrical items
019 Small household goods
020 Sports goods
021 Stationery
022 Toys
023 Other (PLEASE WRITE IN)
024 (Don't know / can't remember)

Those who make use of electronic home shopping at Q34A:

Q34C **Which goods or services are you likely to purchase in the future via electronic (home / mobile) shopping?**
DO NOT READ OUT. CAN BE MULTICODED

001 Banking / finance
002 Books
003 Car parts / products
004 CDs, DVDs, music
005 Clothes
006 Cosmetics / health / beauty / chemist goods
007 DIY goods
008 Food
009 Furniture / Carpets
010 Garden items
011 Gifts
012 Hobby and craft goods
013 Holiday and / or travel tickets
014 Insurance
015 Jewellery
016 Major electrical items
017 Pet food / products
018 Small electrical items
019 Small household goods
020 Sports goods
021 Stationery
022 Toys
023 Other (PLEASE WRITE IN)
024 (Don't know / can't remember)

Those who make use of electronic home shopping at Q34A:

Q34D **For your last electronic (home / mobile) shopping order, how did you receive your goods?**
DO NOT READ OUT. CAN BE MULTICODED

1	Collection at store	
2	Home delivery	
3	Delivery to place of work	
4	Collection at click and collect hub	
5	Collection at other location	
6	(Don't know / varies)	

READ OUT: We now have a few questions about a range of different social and leisure activities.

Q35 **Which of these leisure activities do you participate in?**
READ OUT. CAN BE MULTICODED.

1	Indoor sports or health and fitness activity	GO TO Q36
2	Cinema	GO TO Q37
3	Restaurant	GO TO Q38
4	Pub / bars / nightclubs	GO TO Q39
5	Ten pin bowling	GO TO Q40
6	Bingo	GO TO Q41
7	Theatres / concert halls / museums / art galleries and other cultural facilities	GO TO Q42
8	(None mentioned)	**GO TO Q44**

Those who participate in health and fitness or leisure centre activities at Q35:

Q36 **Which centre / facility did you last visit for indoor sports or health and fitness activity?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who go to the cinema at Q35:

Q37 **Which centre / facility did you last visit to go the cinema?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Cinema Cinema List

Those who go to restaurants at Q35:

Q38 **Which centre / facility did you last visit to go to a restaurant?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who go to pub / bars, nightclubs or a social club at Q35:

Q39 **Which centre / facility did you last visit to go to pubs, bars and nightclubs?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who go ten pin bowling at Q35:

Q40 **Which centre / facility did you last visit to go ten-pin bowling?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Bowling Bowling List

Those who go to bingo at Q35:

Q41 **Which centre / facility did you last visit to play bingo?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Bingo Bingo List

Those who visit theatre / concert halls, museums / art galleries at Q35:

Q42 **Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who participate in one or more leisure activities at Q35:

Q43 **How do you normally travel when visiting leisure destinations?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, minibus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Metro
9	Bicycle
A	Mobility scooter / disability vehicle
B	Other (PLEASE WRITE IN)
C	(Don't know / varies)

Q44 **Which leisure facilities would you like to see more of in the area?**
DO NOT READ OUT. CAN BE MULTICODED.

001 Bars / pubs
002 Better shopping facilities
003 Bowling alley
004 Cinema
005 Concert hall / venue
006 Cycle paths / area
007 Dance facilities
008 Extreme sports
009 Health and fitness (gym)
010 Hotels
011 Ice rink
012 Karting
013 Leisure centre
014 More children facilities / activities
015 More sports facilities (football pitches, tennis courts)
016 Museum / art galleries
017 Skateboarding
018 Indoor soft play areas
019 Play spaces / park facilites
020 Paintballing
021 Restaurants
022 Swimming pool
023 Theatre
024 Bingo
025 Other (PLEASE WRITE IN)
026 (None)
027 (Don't know)

GEN **Gender of respondent.**
DO NOT READ OUT. CODE FROM OBSERVATION

1 Male
2 Female

AGE **Could I ask how old you are please?**
DO NOT READ OUT. ONE ANSWER ONLY.

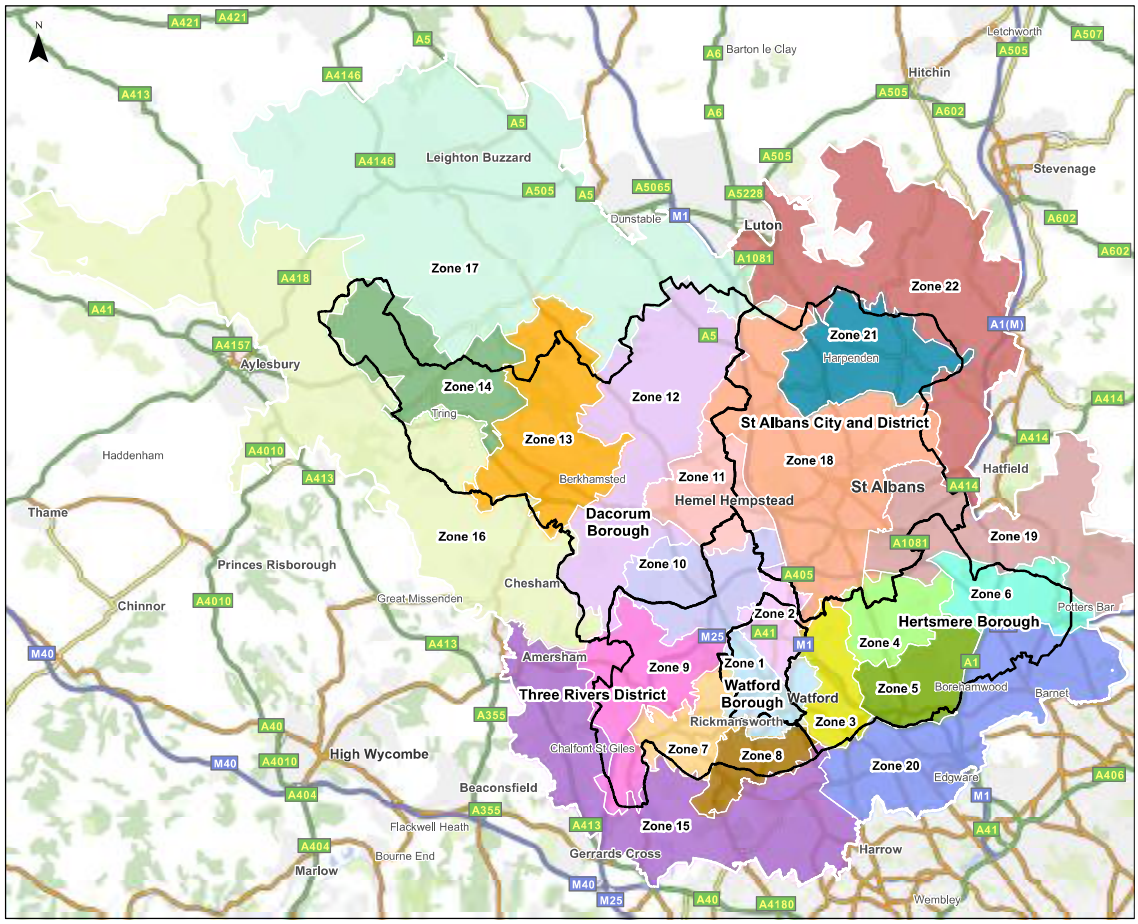
1 18 – 24 years
2 25 – 34 years
3 35 – 44 years
4 45 – 54 years
5 55 – 64 years
6 65+ years
7 (Refused)

Thank & close.

Appendix 7:

Map

South West Hertfordshire
Joint Retail Study | Study Area



Zones

- 1 - Watford South
- 2 - Watford North
- 3 - Bushey & Aldenham
- 4 - Radlett & Shenley
- 5 - Borehamwood & Elstree
- 6 - Potters Bar
- 7 - Rickmansworth
- 8 - Batchworth Heath & South Oxhey
- 9 - Chorleywood & Sarratt
- 10 - Kings Langley & Abbots Langley
- 11 - Hemel Hempstead
- 12 - Hemel Hempstead Fringe
- 13 - Berkhamsted
- 14 - Tring
- 15 - Three Rivers Fringe
- 16 - Dacorum Western Fringe
- 17 - Dacorum Northern Fringe
- 18 - St Albans
- 19 - Hertsmere Northern Fringe
- 20 - Hertsmere Southern Fringe
- 21 - Harpenden
- 22 - St Albans North

0 2.5 5 10
Miles

Appendix E | Statistical Tables – Scenario 1

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£) Convenience						
	2017	2021	2026	2031	2036	*2016 inc SfT*	*2016*	2017	2021	2026	2031	2036
1	63,394	66,443	70,254	74,065	77,876	*2,064*	*2,004*	1,998	1,972	1,967	1,967	1,973
2	51,786	54,276	57,389	60,502	63,615	*2,063*	*2,003*	1,997	1,970	1,966	1,965	1,971
3	20,775	21,971	23,465	24,960	26,454	*2,252*	*2,187*	2,180	2,151	2,146	2,146	2,152
4	13,407	14,179	15,143	16,108	17,072	*2,409*	*2,339*	2,332	2,301	2,296	2,295	2,302
5	40,388	42,713	45,618	48,524	51,429	*2,011*	*1,953*	1,947	1,921	1,917	1,916	1,922
6	25,344	26,802	28,626	30,449	32,272	*2,214*	*2,150*	2,144	2,115	2,110	2,110	2,116
7	27,275	28,607	30,271	31,936	33,600	*2,285*	*2,219*	2,212	2,183	2,178	2,177	2,183
8	33,509	35,145	37,190	39,235	41,280	*2,324*	*2,257*	2,250	2,220	2,215	2,214	2,221
9	16,270	17,064	18,057	19,050	20,043	*2,663*	*2,586*	2,578	2,544	2,538	2,537	2,545
10	24,014	25,187	26,652	28,118	29,583	*2,288*	*2,222*	2,215	2,186	2,180	2,180	2,186
11	66,826	70,175	74,361	78,547	82,733	*2,163*	*2,100*	2,094	2,066	2,061	2,061	2,067
12	38,091	40,000	42,386	44,772	47,158	*2,306*	*2,239*	2,232	2,203	2,197	2,197	2,203
13	25,298	26,566	28,150	29,735	31,320	*2,444*	*2,373*	2,366	2,335	2,330	2,329	2,336
14	14,609	15,341	16,256	17,171	18,087	*2,379*	*2,310*	2,303	2,272	2,267	2,266	2,273
15	201,793	209,921	218,799	226,809	233,987	*2,034*	*1,975*	1,968	1,942	1,938	1,937	1,943
16	50,286	51,866	53,772	55,511	57,159	*2,370*	*2,301*	2,294	2,264	2,258	2,258	2,264
17	98,752	104,129	110,301	115,553	120,278	*2,249*	*2,184*	2,177	2,148	2,144	2,143	2,149
18	95,559	99,115	103,560	108,006	112,451	*2,269*	*2,203*	2,197	2,168	2,163	2,162	2,168
19	35,163	36,472	38,107	39,743	41,379	*2,292*	*2,226*	2,219	2,189	2,184	2,184	2,190
20	200,121	209,670	220,104	229,504	238,385	*1,945*	*1,888*	1,882	1,858	1,853	1,853	1,858
21	34,116	35,386	36,973	38,560	40,147	*2,372*	*2,303*	2,296	2,265	2,260	2,260	2,266
22	62,274	65,108	68,438	71,558	74,218	*2,118*	*2,057*	2,050	2,023	2,019	2,018	2,024
Total	**1,239,050**	**1,296,134**	**1,363,874**	**1,428,415**	**1,490,527**							

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A

b. Per capita expenditure derived from Experian MMG3 data (2018 report)

c. 2016 Population derived from Experian MMG3 data (2018 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.

d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m) *Convenience*					Growth (£m) *Convenience*			
	2017	2021	2026	2031	2036	2017-2021	2017-2026	2017-2031	2017-2036
1	126.7	131.0	138.2	145.7	153.6	4.3	11.5	19.0	26.9
2	103.4	106.9	112.8	118.9	125.4	3.5	9.4	15.5	22.0
3	45.3	47.3	50.4	53.6	56.9	2.0	5.1	8.3	11.6
4	31.3	32.6	34.8	37.0	39.3	1.4	3.5	5.7	8.0
5	78.6	82.1	87.4	93.0	98.8	3.4	8.8	14.4	20.2
6	54.3	56.7	60.4	64.2	68.3	2.4	6.1	9.9	14.0
7	60.3	62.4	65.9	69.5	73.4	2.1	5.6	9.2	13.0
8	75.4	78.0	82.4	86.9	91.7	2.6	7.0	11.5	16.3
9	41.9	43.4	45.8	48.3	51.0	1.5	3.9	6.4	9.1
10	53.2	55.0	58.1	61.3	64.7	1.9	4.9	8.1	11.5
11	139.9	145.0	153.3	161.9	171.0	5.1	13.4	22.0	31.1
12	85.0	88.1	93.1	98.4	103.9	3.1	8.1	13.3	18.9
13	59.9	62.0	65.6	69.3	73.2	2.2	5.7	9.4	13.3
14	33.6	34.9	36.9	38.9	41.1	1.2	3.2	5.3	7.5
18	209.9	214.8	224.0	233.5	243.8	4.9	14.1	23.6	33.9
19	78.0	79.9	83.2	86.8	90.6	1.8	5.2	8.8	12.6
21	78.3	80.2	83.6	87.1	91.0	1.8	5.2	8.8	12.7
Inner Study Area Total	1355.1	1400.4	1475.9	1554.2	1637.6	45.3	120.8	199.1	282.5
15	397.2	407.8	424.0	439.4	454.7	10.5	26.8	42.2	57.4
16	115.4	117.4	121.4	125.3	129.4	2.1	6.1	10.0	14.1
17	215.0	223.7	236.4	247.6	258.5	8.7	21.4	32.6	43.5
20	376.7	389.5	407.9	425.2	443.0	12.8	31.2	48.5	66.2
22	127.7	131.7	138.1	144.4	150.2	4.0	10.5	16.7	22.5
Study Area Total	**2587.1**	**2670.5**	**2803.8**	**2936.2**	**3073.4**	**83.4**	**216.8**	**349.2**	**486.3**

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m) *Convenience (2017)*		
	Main	Top-up	Total
1	105.4	21.3	126.7
2	88.0	15.4	103.4
3	33.7	11.6	45.3
4	25.4	5.9	31.3
5	63.8	14.8	78.6
6	45.2	9.1	54.3
7	48.9	11.4	60.3
8	62.8	12.6	75.4
9	32.5	9.4	41.9
10	43.5	9.7	53.2
11	118.8	21.1	139.9
12	62.4	22.6	85.0
13	47.6	12.2	59.9
14	25.6	8.0	33.6
15	334.1	63.2	397.2
16	93.5	21.8	115.4
17	172.4	42.6	215.0
18	171.4	38.5	209.9
19	63.5	14.6	78.0
20	297.3	79.4	376.7
21	66.1	12.2	78.3
22	106.9	20.8	127.7
Total	**2,108.7**	**478.3**	**2,587.1**

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questlons 9 and 15 of the NEMS Household Survey (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 3: Convenience goods shopping patterns

Destination	Total Main food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main food (%)	Zone 1 Top-up (%)	Zone 2 Main food (%)	Zone 2 Top-up (%)	Zone 3 Main food (%)	Zone 3 Top-up (%)	Zone 4 Main food (%)	Zone 4 Top-up (%)	Zone 5 Main food (%)	Zone 5 Top-up (%)	Zone 6 Main food (%)	Zone 6 Top-up (%)	Zone 7 Main food (%)	Zone 7 Top-up (%)	Zone 8 Main food (%)	Zone 8 Top-up (%)	Zone 9 Main food (%)	Zone 9 Top-up (%)	Zone 10 Main food (%)	Zone 10 Top-up (%)	Zone 11 Main food (%)	Zone 11 Top-up (%)	Zone 12 Main food (%)	Zone 12 Top-up (%)	Zone 13 Main food (%)	Zone 13 Top-up (%)	Zone 14 Main food (%)	Zone 14 Top-up (%)	Zone 15 Main food (%)	Zone 15 Top-up (%)	Zone 16 Main food (%)	Zone 16 Top-up (%)	Zone 17 Main food (%)	Zone 17 Top-up (%)	Zone 18 Main food (%)	Zone 18 Top-up (%)	Zone 19 Main food (%)	Zone 19 Top-up (%)	Zone 20 Main food (%)	Zone 20 Top-up (%)	Zone 21 Main food (%)	Zone 21 Top-up (%)	Zone 22 Main food (%)	Zone 22 Top-up (%)
Study Area																																															
Zone 1 | Watford South																																														
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Watford Town Centre	0.0%	2.0%	0.4%	0.0%	31.1%	0.5%	18.1%	0.0%	4.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, High Street, Watford	0.4%	0.2%	0.4%	2.9%	1.8%	5.6%	1.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Ascot Road, Watford	1.9%	0.8%	1.7%	15.4%	11.9%	0.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	10.2%	2.3%	1.0%	5.2%	1.4%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Albert Road South, Watford	1.2%	0.2%	1.1%	12.1%	4.5%	1.4%	0.0%	6.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	5.2%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, High Street, Watford	0.1%	0.0%	0.1%	1.2%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whippendell Road, Watford	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Lower High Street, Watford	3.6%	0.8%	3.2%	23.4%	17.2%	15.9%	0.8%	37.4%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	24.1%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Other stores, Zone 1	0.0%	0.1%	0.1%	0.0%	2.1%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**7.4%**	**4.2%**	**7.0%**	**54.9%**	**68.5%**	**24.3%**	**21.4%**	**52.3%**	**9.4%**	**1.7%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**38.9%**	**10.2%**	**33.2%**	**5.1%**	**7.1%**	**2.4%**	**16.9%**	**0.0%**	**2.4%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**2.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 2 | Watford North																																														
Co-op, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Odhams Industrial Estate, St Albans Road, Watford	3.4%	0.4%	2.9%	11.1%	0.0%	49.1%	8.7%	1.1%	0.0%	4.3%	1.2%	0.7%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	3.2%	0.0%	14.5%	2.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Co-op, Abbotswood Park, Leavesden, Watford	0.0%	0.3%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Grossarmers, Garston, Watford	0.0%	0.1%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cow Lane, Watford	2.1%	1.4%	2.0%	15.8%	6.9%	20.8%	26.1%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.8%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%
Tesco Express, St. Albans Road, Watford	0.2%	0.4%	0.2%	3.0%	0.9%	0.0%	10.2%	2.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 2	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**5.8%**	**2.9%**	**5.3%**	**29.9%**	**14.9%**	**69.6%**	**55.3%**	**19.8%**	**0.0%**	**5.3%**	**1.2%**	**0.7%**	**0.0%**	**0.0%**	**1.2%**	**9.2%**	**0.8%**	**0.6%**	**1.3%**	**3.2%**	**0.0%**	**21.2%**	**5.8%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3 | Bushey & Aldenham																																													
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Costco, Hartspring Lane, Bushey, Watford	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Tesco Express, Harcourt Road, Bushey, Watford	0.0%	0.4%	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	23.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 3	0.0%	0.3%	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.0%**	**1.2%**	**0.4%**	**0.0%**	**2.1%**	**0.0%**	**0.8%**	**0.8%**	**52.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**1.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4 | Radlett & Shenley																																													
Tesco Express, Watling Street, Radlett	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.4%	23.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens, Watling Street, Radlett	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	27.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Radlett Town Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Andrew Close, Shenley, Radlett	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	11.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.1%**	**1.1%**	**0.4%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**2.0%**	**10.9%**	**71.5%**	**1.0%**	**7.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5 | Borehamwood & Elstree																																													
Sainsbury's Superstore, Shenley Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	4.0%	3.5%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Leeming Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Organ Hall Road, Borehamwood	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Shenley Road, Borehamwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	0.5%	0.6%	0.5%	0.0%	0.0%	0.0%	1.0%	2.6%	0.9%	11.0%	10.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	0.0%	0.0%
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	5.2%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Stirling Way, Borehamwood	0.6%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.0%	0.9%	8.0%	8.8%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.4%	2.9%	0.0%	0.0%
Tesco Extra, Shenley Road, Borehamwood	3.5%	0.8%	2.9%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	18.9%	3.5%	70.2%	16.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	1.7%	0.0%	0.0%
Other stores, Zone 5	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sub-total	**4.7%**	**4.1%**	**4.6%**	**0.0%**	**0.0%**	**0.0%**	**7.1%**	**16.1%**	**33.8%**	**11.4%**	**89.9%**	**86.8%**	**3.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**8.3%**	**7.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6 | Potters Bar																																													
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	27.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Potters Bar	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.3%	0.0%	0.0%
Tesco Superstore, Mutton Lane, Potters Bar	1.3%	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	47.7%	36.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	2.0%	1.0%	0.0%
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.5%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.4%	0.0%	0.0%
Other stores, Zone 6	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	13.7%	0.0%	0.0%
Sub-total	**1.9%**	**1.6%**	**2.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**1.2%**	**0.0%**	**80.5%**	**83.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**17.6%**	**21.5%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 7 | Rickmansworth																																													
Iceland, High Street, Rickmansworth	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.5%	0.0%	0.0%	1.5%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, New Road, Croxley Green	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	20.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Rickmansworth Town Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	0.1%	0.7%	0.2%	0.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.

| Destination | | |

South West Hertfordshire Retail & Leisure Study
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Table 4: Convenience goods expenditure

Destination	Total Main food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main food (£m)	Zone 1 Top-up (£m)	Zone 2 Main food (£m)	Zone 2 Top-up (£m)	Zone 3 Main food (£m)	Zone 3 Top-up (£m)	Zone 4 Main food (£m)	Zone 4 Top-up (£m)	Zone 5 Main food (£m)	Zone 5 Top-up (£m)	Zone 6 Main food (£m)	Zone 6 Top-up (£m)	Zone 7 Main food (£m)	Zone 7 Top-up (£m)	Zone 8 Main food (£m)	Zone 8 Top-up (£m)	Zone 9 Main food (£m)	Zone 9 Top-up (£m)	Zone 10 Main food (£m)	Zone 10 Top-up (£m)	Zone 11 Main food (£m)	Zone 11 Top-up (£m)	Zone 12 Main food (£m)	Zone 12 Top-up (£m)	Zone 13 Main food (£m)	Zone 13 Top-up (£m)	Zone 14 Main food (£m)	Zone 14 Top-up (£m)	Zone 18 Main food (£m)	Zone 18 Top-up (£m)	Zone 19 Main food (£m)	Zone 19 Top-up (£m)	Zone 21 Main food (£m)	Zone 21 Top-up (£m)	Inner Study Area Main Food (£m)	Inner Study Area Top-up (£m)	Zone 15 Main food (£m)	Zone 15 Top-up (£m)	Zone 16 Main food (£m)	Zone 16 Top-up (£m)	Zone 17 Main food (£m)	Zone 17 Top-up (£m)	Zone 20 Main food (£m)	Zone 20 Top-up (£m)	Zone 22 Main food (£m)	Zone 22 Top-up (£m)
Study Area																																															
Zone 1 | Watford South																																															
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Watford Town Centre	0.6	10.0	10.6	0.0	6.6	0.4	2.8	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, High Street, Watford	8.7	0.9	9.6	3.1	0.4	4.9	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ascot Road, Watford	40.8	4.0	44.8	16.2	2.5	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.3	1.2	1.4	0.1	1.7	0.1	1.3	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.8	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Albert Road South, Watford	27.7	1.1	28.8	12.7	0.9	1.2	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	3.3	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.8	1.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Watford	3.2	0.0	3.2	1.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Whippendell Road, Watford	0.5	0.3	0.8	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Lower High Street, Watford	78.4	4.1	82.6	24.6	3.7	14.0	0.1	12.6	0.2	0.2	0.0	0.0	0.0	0.0	1.0	0.0	15.1	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.8	4.1	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.0
Other stores, Zone 1	0.7	0.8	1.5	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**160.9**	**21.1**	**182.0**	**57.9**	**14.6**	**21.4**	**3.3**	**17.6**	**1.1**	**0.4**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**19.0**	**1.2**	**20.9**	**0.6**	**2.3**	**0.2**	**7.3**	**0.0**	**2.8**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**151.3**	**21.1**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**8.6**	**0.0**	**0.0**	**0.0**
Zone 2 | Watford North																																															
Co-op, St. Albans Road, Watford	0.0	0.8	0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Odhams Industrial Estate, St Albans Road, Watford	72.8	1.6	74.4	11.7	0.0	43.2	1.3	0.4	0.0	1.1	0.1	0.5	0.0	0.0	0.0	3.5	0.0	0.0	0.0	1.0	0.0	6.3	0.2	0.0	0.0	0.5	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.2	1.6	0.0	0.0	0.7	0.0	0.0	0.0	2.9	0.0
Co-op, Abbotswood Park, Leavesden, Watford	0.0	1.3	1.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Grassmans, Garston, Watford	0.0	0.5	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cow Lane, Watford	46.3	6.5	52.8	16.7	1.5	18.1	4.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.2	5.6	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.9
Tesco Express, St. Albans Road, Watford	4.2	1.8	6.0	3.1	0.2	0.0	1.6	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.4	0.9	1.3	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 2	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**123.6**	**13.6**	**137.2**	**31.5**	**3.2**	**61.3**	**8.5**	**6.7**	**0.0**	**1.3**	**0.1**	**0.5**	**0.0**	**0.0**	**0.1**	**4.5**	**0.1**	**0.4**	**0.2**	**1.0**	**0.0**	**9.2**	**0.6**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**117.9**	**12.7**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**5.0**	**0.9**	**0.0**	**0.0**
Zone 3 | Bushey & Aldenham																																															
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.3	2.4	2.6	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Costco, Hartspring Lane, Bushey, Watford	0.9	0.4	1.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	0.0	3.0	3.0	0.0	0.3	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 3	0.0	2.5	2.5	0.0	0.2	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.1**	**8.3**	**9.4**	**0.0**	**0.4**	**0.0**	**0.1**	**0.3**	**6.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**
Zone 4 | Radlett & Shenley																																															
Tesco Express, Watling Street, Radlett	0.6	1.9	2.5	0.0	0.0	0.0	0.0	0.0	0.2	0.6	1.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Budgens, Watling Street, Radlett	2.8	1.6	4.4	0.0	0.0	0.0	0.0	0.0	0.0	2.2	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Radlett Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	0.0	1.6	1.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.4**	**5.9**	**9.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.2**	**2.8**	**4.2**	**0.6**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**5.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5 | Borehamwood & Elstree																																															
Sainsbury's Superstore, Shenley Road, Borehamwood	1.2	1.6	2.8	0.0	0.0	0.0	0.0	0.3	0.5	0.9	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Leeming Road, Borehamwood	0.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Organ Hall Road, Borehamwood	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Shenley Road, Borehamwood	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	9.8	3.2	12.9	0.0	0.0	0.0	0.0	0.7	0.1	7.0	1.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	1.9	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.3
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1.2	3.7	4.9	0.0	0.0	0.0	0.0	1.2	1.2	0.4	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Stirling Way, Borehamwood	12.7	3.7	16.5	0.0	0.0	0.0	0.1	1.0	0.1	5.1	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	8.6	1.5	0.0	0.0	0.0	0.0	0.0	0.0	4.2	2.3
Tesco Extra, Shenley Road, Borehamwood	71.4	4.1	75.5	0.0	0.0	0.0	0.0	2.1	0.0	4.8	0.2	44.8	2.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	52.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	18.5	1.3
Other stores, Zone 5	0.0	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Sub-total	**96.7**	**21.4**	**118.1**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**	**1.9**	**8.6**	**0.7**	**57.4**	**12.8**	**1.7**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**71.9**	**15.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.8**	**5.9**
Zone 6 | Potters Bar																																															
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	1.6	2.5	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Potters Bar	0.8	1.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Mutton Lane, Potters Bar	33.5	3.6	37.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	21.6	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	0.3	0.0	0.0	0.0	0.0	0.0	30.5	3.6	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0
Sainsbury's Superstore, Darkes Lane, Potters Bar	14.8	1.7	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.0	0.0	0.0	0.0	0.0	14.8	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 6	0.7	2.1	2.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.0	0.0	0.0	0.0	0.0	0.0	0.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**51.4**	**11.0**	**62.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.8**	**0.0**	**36.4**	**7.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.1**	**3.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**48.5**	**11.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.9**	**0.0**
Zone 7 | Rickmansworth																																															
Iceland, High Street, Rickmansworth	2.0	1.5	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.3	0.0	0.0	0.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, New Road, Croxley Green	1.0	2.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Rickmansworth Town Centre	0.0	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 5: Convenience goods benchmark

Destination *Inner Study Area*	Gross Floorspace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 1 | Watford South								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,456	4.1	0.3	0.0	-3.8
Local shops, Watford Town Centre					10.6	10.6	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,876	9.0	9.6	0.0	0.5
Morrisons, Ascot Road, Watford	6,733	3,941	3,153	11,695	36.9	44.8	0.0	7.9
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	10,492	25.2	28.8	0.0	3.6
Tesco Express, High Street, Watford	288	201	191	11,559	2.2	3.2	0.0	1.0
Tesco Express, Whippendell Road, Watford	247	175	166	11,559	1.9	0.8	0.0	-1.1
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	11,559	61.9	82.6	0.0	20.7
Other stores, Zone 1					1.5	1.5	0.0	0.0
Sub-total					**153.2**	**182.0**	**0.0**	**28.8**
Zone 2 | Watford North								
Co-op, St. Albans Road, Watford	547	329	313	9,862	3.1	0.8	0.0	-2.3
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	12,674	111.0	74.4	0.0	-36.6
Co-op, Abbotswood Park, Leavesden, Watford	547	329	313	9,862	3.1	1.3	0.0	-1.8
Co-op, The Gossamers, Garston, Watford	209	123	117	9,862	1.2	0.5	0.0	-0.6
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,696	10,492	28.3	52.8	0.0	24.5
Tesco Express, St. Albans Road, Watford	255	140	133	11,559	1.5	6.0	0.0	4.4
Waitrose, Dome Roundabout, St. Albans Road, Watford	200	125	119	12,456	1.5	1.3	0.0	-0.2
Other stores, Zone 2					0.2	0.2	0.0	0.0
Sub-total					**149.8**	**137.2**	**0.0**	**-12.6**
Zone 3 | Bushey & Aldenham								
Tesco Express (Esso), High Road, Bushey Heath, Bushey	250	150	143	11,559	1.6	2.6	0.0	1.0
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	11,559	1.4	3.0	0.0	1.6
Other stores, Zone 3					2.5	2.5	0.0	0.0
Sub-total					**6.8**	**9.4**	**0.0**	**2.6**
Zone 4 | Radlett & Shenley								
Tesco Express, Watling Street, Radlett	504	259	246	11,559	2.8	2.5	0.0	-0.3
Budgens, Watling Street, Radlett	773	355	337	9,500	3.2	4.4	0.0	1.2
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	11,559	2.6	1.6	0.0	-1.0
Sub-total					**9.4**	**9.3**	**0.0**	**-0.1**
Zone 5 | Borehamwood & Elstree								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	10,492	2.2	2.8	0.0	0.6
Co-op, Leeming Road, Borehamwood	386	207	197	9,862	1.9	1.5	0.0	-0.4
Co-op, Organ Hall Road, Borehamwood	150	90	86	9,862	0.8	0.6	0.0	-0.2
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,393	2.9	0.6	0.0	-2.3
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,258	900	720	4,800	3.5	12.9	0.0	9.5
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,876	7.7	4.9	0.0	-2.8
Morrisons, Stirling Way, Borehamwood	6,734	3,941	3,153	11,695	36.9	16.5	0.0	-20.4
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	11,559	73.1	75.5	0.0	2.4
Other stores, Zone 5					2.8	2.8	0.0	0.0
Sub-total					**131.8**	**118.1**	**0.0**	**-13.7**
Zone 6 | Potters Bar								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	11,559	2.6	4.1	0.0	1.6
Co-op, High Street, Potters Bar	353	186	177	9,862	1.7	1.9	0.0	0.2
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	11,559	31.5	37.1	0.0	5.6
Sainsbury's Superstore, Darkes Lane, Potters Bar	3,152	1,943	1,399	10,492	14.7	16.5	0.0	1.8
Other stores, Zone 6					2.8	2.8	0.0	0.0
Sub-total					**53.3**	**62.4**	**0.0**	**9.1**
Zone 7 | Rickmansworth								
Iceland, High Street, Rickmansworth	516	307	298	6,393	1.9	3.6	0.0	1.7
Co-op, New Road, Croxley Green	335	203	193	9,862	1.9	3.5	0.0	1.6
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	250	150	143	10,876	1.5	5.7	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,876	12.4	4.9	0.0	-7.5
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth	3,847	2,354	1,789	11,559	20.7	29.6	0.0	8.9
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,456	24.6	20.3	0.0	-4.3
Other stores, Zone 7					1.8	1.8	0.0	0.0
Sub-total					**65.8**	**70.3**	**0.0**	**4.6**
Zone 8 | Batchworth Heath & South Oxhey								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,456	15.1	39.3	0.0	24.2
Co-op, St. Andrews Road, South Oxhey, Watford	548	364	346	9,862	3.4	2.1	0.0	-1.3
Co-op, The Parade, Carpenders Park, Watford	438	291	276	9,862	2.7	8.9	0.0	6.2
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	11,559	1.6	4.5	0.0	2.8
Sub-total					**22.9**	**54.8**	**0.0**	**31.9**
Zone 9 | Chaorleywood & Sarratt								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	11,559	2.0	5.3	0.0	3.2
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	9,862	3.6	4.4	0.0	0.8
Other stores, Zone 9					1.0	1.0	0.0	0.0
Sub-total					**6.7**	**10.7**	**0.0**	**4.1**
Zone 10 | Kings Langley & Abbots Langley								
Tesco Express, College Road, Abbots Langley	461	253	240	11,559	2.8	3.5	0.0	0.7
Budgens, High Street, Abbots Langley	519	250	238	9,500	2.3	5.4	0.0	3.2
Other stores, Zone 10					3.9	3.9	0.0	0.0
Sub-total					**8.9**	**12.8**	**0.0**	**3.9**
Zone 11 | Hemel Hempstead								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,876	9.0	3.8	0.0	-5.3
Aldi, London Road, Hemel Hempstead	1,430	986	789	8,540	6.7	33.7	0.0	27.0
Aldi, Redbourn Road, Hemel Hempstead	1,422	980	784	8,540	6.7	29.1	0.0	22.4
Asda, Hillfield Road, Hemel Hempstead	3,849	2,345	1,571	12,674	19.9	15.1	0.0	-4.8
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead	200	125	119	9,862	1.2	0.7	0.0	-0.5
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	9,862	1.6	0.7	0.0	-0.8
Co-op, The Heights, Hemel Hempstead	208	140	133	9,862	1.3	0.5	0.0	-0.9
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead	448	294	279	9,862	2.8	1.5	0.0	-1.2
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,393	4.4	2.2	0.0	-2.2
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,876	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead	7,619	4,696	3,381	10,492	35.5	73.1	0.0	37.6

Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,750	10,492	18.4	8.7	0.0	-9.6
Tesco Express, Fletcher Way, Hemel Hempstead	311	171	162	11,559	1.9	0.5	0.0	-1.4
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead	265	183	174	11,559	2.0	1.1	0.0	-0.9
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	11,559	3.1	2.1	0.0	-1.0
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	11,559	57.7	63.2	0.0	5.4
Other stores, Zone 11					8.0	8.0	0.0	0.0
Sub-total					**181.6**	**244.2**	**0.0**	**62.6**
Zone 12 | Hemel Hempstead Fringe								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	9,862	1.5	1.8	0.0	0.3
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	229	218	11,559	2.5	6.6	0.0	4.1
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	11,559	2.0	3.0	0.0	1.0
Other stores, Zone 12					2.0	2.0	0.0	0.0
Sub-total					**8.0**	**13.4**	**0.0**	**5.4**
Zone 13 | Berkhamsted								
Waitrose, St John's Well Lane, Berkhamsted	4,602	2,633	2,159	12,456	26.9	53.5	0.0	26.6
M&S Simply Food, High Street, Berkhamsted	1,784	1,109	1,054	10,876	11.5	6.0	0.0	-5.5
Tesco Express, High Street, Northchurch, Berkhamsted	261	182	173	11,559	2.0	7.4	0.0	5.4
Tesco Metro, High Street, Berkhamsted	2,506	1,445	1,098	11,559	12.7	5.0	0.0	-7.7
						0.0		
Sub-total					**53.0**	**71.9**	**0.0**	**18.9**
Zone 14 | Tring								
Co-op, Silk Mill Way, Tring	252	184	175	9,862	1.7	0.4	0.0	-1.4
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,876	6.6	9.1	0.0	2.6
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	11,559	12.9	49.1	0.0	36.2
Other stores, Zone 14					1.4	1.4	0.0	0.0
Sub-total					**22.6**	**60.0**	**0.0**	**37.4**
Zone 18 | St Albans								
Co-op, Cell Barnes Lane, St. Albans	210	149	142	9,862	1.4	3.0	0.0	1.6
Co-op, High Street, Redbourn, St. Albans	240	140	133	9,862	1.3	0.6	0.0	-0.8
Co-op, Park Street, How Wood, St. Albans	168	106	101	9,862	1.0	3.0	0.0	2.0
Iceland, Victoria Street, St. Albans	1,012	506	491	6,393	3.1	1.1	0.0	-2.1
Marks & Spencer (BP), Verluam Road, St. Albans	100	70	67	10,876	0.7	0.4	0.0	-0.3
Marks & Spencer, St. Peter's Street, St. Albans	943	566	538	10,876	5.8	4.8	0.0	-1.1
Morrisons, Hatfield Road, St. Albans	6,490	3,799	3,039	11,695	35.5	65.8	0.0	30.2
Sainsbury's Local, Marshalswick Lane, St. Albans	399	184	175	10,492	1.8	3.6	0.0	1.7
Sainsbury's, Everard Close, St. Albans	7,085	4,367	3,144	10,492	33.0	52.7	0.0	19.7
Tesco Express, Beech Road, St. Albans	359	251	238	11,559	2.8	3.0	0.0	0.2
Tesco Express, Hatfield Road, St. Albans	458	320	304	11,559	3.5	1.8	0.0	-1.7
Tesco Express, Luton Road, Harpenden	300	170	162	11,559	1.9	3.9	0.0	2.1
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans	399	280	266	11,559	3.1	0.7	0.0	-2.3
Tesco Metro, St. Peters Street, St. Albans	1,954	1,127	857	11,559	9.9	10.8	0.0	0.9
Waitrose, Ermine Close, Mayne Avenue, St. Albans	3,392	1,940	1,591	12,456	19.8	20.1	0.0	0.3
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 18					3.6	3.6	0.0	0.0
Sub-total					**129.6**	**180.1**	**0.0**	**50.5**
Zone 19 | London Colney Fringe								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	9,862	1.3	2.8	0.0	1.6
Co-op, Haseldine Road, London Colney, St. Albans	143	89	80	9,862	0.8	1.2	0.0	0.4
Marks & Spencer, Barnet Road, London Colney, St. Albans	3,290	1,974	1,875	10,876	20.4	3.5	2.6	-14.3
Sainsbury's, Colney Fields Shopping Park, London Colney	15,017	8,420	6,063	10,492	63.6	44.4	33.3	14.1
Tesco Express, High Street, London Colney	263	184	175	11,559	2.0	0.3	0.0	-1.7
Other stores, Zone 19					0.4	0.4	0.0	0.0
Sub-total					**88.5**	**52.6**	**36.0**	**0.1**
Zone 21 | Harpenden								
Co-op, Lower Luton Road, Batford, Harpenden	227	156	148	9,862	1.5	1.0	0.0	-0.4
Tesco Express, High Street, Wheathampstead	307	168	160	11,559	1.8	1.0	0.0	-0.9
Tesco Express, Lower Luton Road, Batford, Harpenden	551	236	224	11,559	2.6	2.0	0.0	-0.6
Local shops, Wheathampstead Village Centre					0.5	0.5	0.0	0.0
Co-op, Southdown Road, Harpenden	2,172	1,307	1,176	9,862	11.6	11.9	0.0	0.3
M&S Simply Food, Church Green Parade, Harpenden	694	496	471	10,876	5.1	1.9	0.0	-3.2
Marks & Spencer (BP), Luton Road, Townsend, Harpenden	100	70	67	10,876	0.7	0.3	0.0	-0.4
Sainsbury's Superstore, High Street, Harpenden	4,586	2,827	2,035	10,492	21.4	44.2	0.0	22.8
Waitrose, Leyton Road, Harpenden	2,680	1,533	1,257	12,456	15.7	23.6	0.0	8.0
Sub-total					**60.8**	**86.4**	**0.0**	**25.6**
Total | Inner Study Area					**1,152.9**	**1,375.7**	**36.0**	**258.8**
Sub Total | Watford Borough					303.0	319.2	0.0	16.2
Sub Total | Hertsmere Borough					201.4	199.3	0.0	-2.1
Sub Total | Three Rivers District					104.3	148.7	0.0	44.4
Sub Total | Dacorum Borough					265.3	389.4	0.0	124.2
Sub Total | St Albans District					278.9	319.1	36.0	76.1

Notes:

a. Gross floorspace derived from StorePoint database, Council records or Nexus Planning assessment

b. Net floorspace derived from StorePoint database or Council records where available or based on Nexus Planning professional judgement

c. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers 2015 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience goods and local foodstore which are assumed to have 95% of net sales dedicated to convenience. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods, which correlates with our experience elsewhere

d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived for all retailers except Lidl and Aldi from Verdict UK Food & Grocery Retailers 2015, and for Lidl and Aldi from Mintel Retail Rankings 2015.

e. It has been assumed that all unnamed and local convenience stores within a centre (including B&M, Bargain Booze, Budgens, Costco, Heron Foods, One Stop) are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that ientified by the survey)

f. Survey derived performance of stores calculated by addiing together 'main' and 'top up' turnover as set out in Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6a: Estimated 'capacity' for new convenience goods facilities in South West Hertfordshire (all five authority areas)

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,152.9	1,375.7	36.0	140.3	118.4
2021	1,148.3	1,420.0	36.4	139.8	168.4
2026	1,149.4	1,491.0	36.8	139.9	238.5
2031	1,155.2	1,561.4	37.3	140.6	302.9
2036	1,161.0	1,634.3	37.7	141.3	369.7
Study Area Market Share (%)		**53.2**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by South West Hertfordshire facilities at 53.2% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within the five authority areas from Table 5

2016 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	118.4	10,200	13,000
2021	168.4	14,600	18,500
2026	238.5	20,600	26,200
2031	302.9	26,000	33,000
2036	369.7	31,600	40,100

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6c: Extant convenience goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**8,029**		**60.3**

2016 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	118.4	60.3	58.2	5,000	6,400
2021	168.4	60.1	108.3	9,400	11,900
2026	238.5	60.1	178.3	15,400	19,600
2031	302.9	60.4	242.4	20,800	26,500
2036	369.7	60.7	309.0	26,400	33,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6e: Estimated 'capacity' for new convenience goods facilities in Hertsmere

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	201.4	199.3	0.0	24.2	-26.3
2021	200.6	205.7	0.0	24.1	-19.0
2026	200.8	215.9	0.0	24.3	-9.2
2031	201.8	226.1	0.0	24.5	-0.1
2036	202.8	236.7	0.0	24.6	9.3
Study Area Market Share (%)		**7.7**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Hertsmere facilities at 7.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Herstmere from Table 5

2016 Prices

Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.3	-2,300	-2,900
2021	-19.0	-1,600	-2,100
2026	-9.2	-800	-1,000
2031	-0.1	0	0
2036	9.3	800	1,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6g: Extant convenience goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

2016 Prices

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.3	0.0	-26.3	-2,300	-2,900
2021	-19.0	0.0	-19.0	-1,600	-2,100
2026	-9.2	0.0	-9.2	-800	-1,000
2031	-0.1	0.0	-0.1	0	0
2036	9.3	0.0	9.3	800	1,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6i: Estimated 'capacity' for new convenience goods facilities in Three Rivers

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	104.3	148.7	0.0	44.5	-0.1
2021	103.9	153.5	0.0	44.3	5.3
2026	104.0	161.1	0.0	44.3	12.8
2031	104.5	168.8	0.0	44.6	19.7
2036	105.0	176.6	0.0	44.8	26.8
Study Area Market Share (%)		**5.7**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 5.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Three Rivers from Table 5
2016 Prices

Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-0.1	0	0
2021	5.3	500	600
2026	12.8	1,100	1,400
2031	19.7	1,700	2,200
2036	26.8	2,300	2,900

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2016 Prices

Table 6k: Extant convenience goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Total			**880**		**4.2**

2016 Prices

Table 6l: Net quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-0.1	4.2	-4.3	-400	-500
2021	5.3	4.2	1.1	100	100
2026	12.8	4.2	8.6	700	900
2031	19.7	4.2	15.5	1,300	1,700
2036	26.8	4.3	22.6	1,900	2,500

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	265.3	389.4	0.0	124.2
2021	264.2	402.0	0.0	137.8
2026	264.5	422.1	0.0	157.6
2031	265.8	442.0	0.0	176.2
2036	267.1	462.7	0.0	195.5
Study Area Market Share (%)		**15.1**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 15.1% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Dacorum from Table 5
2016 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	124.2	10,700	13,600
2021	137.8	11,900	15,100
2026	157.6	13,600	17,300
2031	176.2	15,200	19,200
2036	195.5	16,700	21,200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2016 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Total			**4,159**		**30.1**

2016 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	124.2	30.1	94.1	8,100	10,300
2021	137.8	30.0	107.8	9,300	11,800
2026	157.6	30.0	127.6	11,000	14,000
2031	176.2	30.2	146.0	12,600	15,900
2036	195.5	30.3	165.2	14,100	17,900

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6q: Estimated 'capacity' for new convenience goods facilities in Watford

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	303.0	319.2	0.0	16.2
2021	301.8	329.5	0.0	27.7
2026	302.1	346.0	0.0	43.9
2031	303.6	362.3	0.0	58.7
2036	305.2	379.2	0.0	74.1
Study Area Market Share (%)		**12.3**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 12.3% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Watford from Table 5

2016 Prices

Table 6r: Gross quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	16.2	1,400	1,800
2021	27.7	2,400	3,000
2026	43.9	3,800	4,800
2031	58.7	5,000	6,400
2036	74.1	6,300	8,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6s: Extant convenience goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
Total			**1,441**		**13.0**

2016 Prices

Table 6t: Net quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	16.2	13.0	3.2	300	400
2021	27.7	12.9	14.8	1,300	1,600
2026	43.9	12.9	30.9	2,700	3,400
2031	58.7	13.0	45.7	3,900	5,000
2036	74.1	13.1	61.0	5,200	6,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6u: Estimated 'capacity' for new convenience goods facilities in St Albans

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	278.9	319.1	36.0	71.7	4.5
2021	277.8	329.4	36.4	71.4	16.6
2026	278.1	345.8	36.8	71.5	33.1
2031	279.4	362.1	37.3	71.8	48.1
2036	280.8	379.1	37.7	72.2	63.7
Study Area Market Share (%)		**12.3**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by St Albans facilities at 12.3% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within St Albans from Table 5

2016 Prices

Table 6v: Gross quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	4.5	400	500
2021	16.6	1,400	1,800
2026	33.1	2,900	3,600
2031	48.1	4,100	5,300
2036	63.7	5,500	6,900

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6w: Extant convenience goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Griffiths Way South	5/2016/3386	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**1,921**		**13.0**

2016 Prices

Table 6x: Net quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	4.5	13.0	-8.5	-700	-900
2021	16.6	12.9	3.6	300	400
2026	33.1	13.0	20.1	1,700	2,200
2031	48.1	13.0	35.1	3,000	3,800
2036	63.7	13.1	50.6	4,300	5,500

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

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Table 7a: Population

Zone	Population				
	2017	2021	2026	2031	2036
1	63,394	66,443	70,254	74,065	77,876
2	51,786	54,276	57,389	60,502	63,615
3	20,775	21,971	23,465	24,960	26,454
4	13,407	14,179	15,143	16,108	17,072
5	40,388	42,713	45,618	48,524	51,429
6	25,344	26,802	28,626	30,449	32,272
7	27,275	28,607	30,271	31,936	33,600
8	33,509	35,145	37,190	39,235	41,280
9	16,270	17,064	18,057	19,050	20,043
10	24,014	25,187	26,652	28,118	29,583
11	66,626	70,175	74,361	78,547	82,733
12	38,091	40,000	42,386	44,772	47,158
13	25,298	26,598	28,150	29,735	31,320
14	14,609	15,341	16,256	17,171	18,087
15	201,793	209,921	218,799	226,809	233,987
16	50,286	51,886	53,772	55,511	57,159
17	98,752	104,129	110,301	115,553	120,278
18	95,559	99,115	103,560	108,006	112,451
19	35,163	36,472	38,107	39,743	41,379
20	200,121	209,670	220,104	229,504	238,385
21	34,116	35,386	36,973	38,560	40,147
22	62,274	65,108	68,438	71,658	74,218
Total	**1,210,050**	**1,256,334**	**1,363,874**	**1,428,415**	**1,490,527**

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)							
	2017 with SIT								2017								2021								2026								2031							
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	1,086	198	999	409	147	281	216	301	**3,635**	925	168	851	348	125	239	184	256	**3,097**	990	180	911	373	134	256	197	274	**3,314**	1,150	209	1,059	433	155	297	229	319	**3,851**	1,338	244	1,235	505	181	347	267	372	**4,489**	1,566	285	1,442	590	212	405	312	434	**5,245**
2	1,028	182	1,019	424	133	289	201	292	**3,568**	876	155	868	361	114	246	171	249	**3,040**	937	166	929	387	121	263	183	266	**3,253**	1,089	193	1,080	449	141	306	213	310	**3,781**	1,267	225	1,259	524	165	357	249	361	**4,407**	1,483	263	1,470	612	192	417	290	422	**5,149**
3	1,207	250	1,156	498	169	332	286	372	**4,269**	1,029	213	985	424	144	283	244	317	**3,637**	1,101	228	1,054	454	154	303	261	339	**3,892**	1,279	264	1,225	527	179	352	303	394	**4,524**	1,486	308	1,429	615	208	410	354	459	**5,272**	1,742	360	1,669	718	243	479	413	536	**6,161**
4	1,436	297	1,308	543	178	375	342	422	**4,501**	1,223	253	1,115	462	152	319	291	360	**4,175**	1,309	270	1,193	495	162	342	312	385	**4,468**	1,521	314	1,386	575	189	397	362	448	**5,193**	1,770	366	1,617	671	220	463	422	522	**6,052**	2,072	428	1,888	783	257	541	493	610	**7,072**
5	1,025	185	989	406	127	288	200	277	**3,498**	873	158	843	346	108	245	171	236	**2,980**	935	169	902	371	116	262	183	253	**3,189**	1,086	196	1,048	431	134	305	212	294	**3,706**	1,294	229	1,223	502	157	356	248	342	**4,330**	1,479	267	1,428	587	183	415	289	400	**5,048**
6	1,091	227	1,063	476	163	320	266	337	**3,942**	929	193	906	405	139	272	227	287	**3,359**	994	207	970	434	149	291	243	307	**3,594**	1,156	240	1,127	504	173	339	282	357	**4,177**	1,345	280	1,314	588	202	395	329	416	**4,868**	1,574	328	1,535	686	235	461	384	486	**5,689**
7	1,210	259	1,177	494	167	328	285	398	**4,295**	1,031	204	1,002	421	142	279	242	338	**3,659**	1,103	218	1,073	450	152	299	259	361	**3,916**	1,282	253	1,247	523	177	347	301	420	**4,551**	1,462	295	1,454	611	206	405	352	490	**5,304**	1,746	345	1,698	713	240	473	411	572	**6,198**
8	1,241	256	1,114	497	143	362	275	399	**4,287**	1,057	218	949	423	122	308	235	340	**3,652**	1,132	233	1,016	453	130	330	251	364	**3,908**	1,315	271	1,181	526	151	383	292	423	**4,542**	1,530	316	1,377	614	177	447	340	493	**5,294**	1,791	369	1,608	717	206	522	398	576	**6,186**
9	1,582	343	1,461	608	208	429	389	438	**5,457**	1,348	292	1,245	518	177	366	332	373	**4,650**	1,443	312	1,332	554	189	391	355	399	**4,976**	1,676	363	1,548	644	220	455	412	464	**5,783**	1,951	423	1,806	751	257	530	481	541	**6,740**	2,283	495	2,109	877	300	619	562	631	**7,876**
10	1,192	241	1,138	544	168	345	287	369	**4,280**	1,016	206	970	494	143	294	244	311	**3,647**	1,087	220	1,038	496	153	314	261	333	**3,902**	1,263	256	1,206	577	178	365	304	387	**4,535**	1,469	298	1,407	673	207	426	354	451	**5,286**	1,720	348	1,643	786	242	497	414	527	**6,176**
11	1,038	191	1,033	469	134	300	209	289	**3,663**	884	163	880	400	114	255	178	247	**3,121**	946	174	942	428	122	273	190	264	**3,340**	1,100	202	1,094	497	142	318	221	307	**3,881**	1,279	236	1,276	580	166	370	258	358	**4,524**	1,497	276	1,491	677	194	432	301	418	**5,286**
12	1,125	220	1,095	540	140	346	250	310	**4,037**	959	188	933	460	127	295	213	264	**3,439**	1,026	201	998	492	136	316	228	283	**3,680**	1,192	233	1,160	572	158	367	265	329	**4,277**	1,387	272	1,353	667	185	428	309	383	**4,985**	1,624	318	1,580	779	216	500	361	448	**5,825**
13	1,321	278	1,247	555	184	362	322	401	**4,670**	1,126	237	1,062	473	156	309	274	342	**3,979**	1,204	263	1,137	506	167	330	294	366	**4,258**	1,400	295	1,321	588	194	384	341	425	**4,948**	1,629	344	1,541	686	227	448	398	496	**5,767**	1,906	401	1,799	801	265	523	465	579	**6,739**
14	1,169	248	1,113	586	179	374	295	355	**4,317**	996	211	948	499	152	318	251	302	**3,678**	1,066	226	1,015	534	163	341	269	323	**3,936**	1,239	262	1,179	621	189	396	312	376	**4,575**	1,441	306	1,376	724	221	462	364	438	**5,332**	1,687	357	1,606	846	258	539	425	512	**6,230**
15	1,106	223	857	430	125	389	246	433	**3,808**	942	190	730	366	106	331	209	369	**3,244**	1,008	203	781	392	114	355	224	395	**3,472**	1,172	236	908	456	132	412	260	459	**4,035**	1,363	275	1,059	532	154	481	304	535	**4,703**	1,596	322	1,236	621	180	561	355	625	**5,495**
16	1,127	257	996	690	137	512	281	334	**4,332**	960	219	848	588	117	436	239	285	**3,891**	1,027	234	908	629	125	466	258	305	**3,950**	1,194	272	1,055	731	145	542	297	354	**4,590**	1,389	318	1,230	853	169	632	347	413	**5,351**	1,626	371	1,437	996	197	738	405	482	**6,252**
17	1,079	211	1,002	554	148	379	249	305	**3,927**	919	179	854	472	126	323	212	260	**3,346**	984	192	914	505	135	346	227	278	**3,581**	1,143	223	1,062	587	157	402	264	323	**4,161**	1,330	260	1,238	685	183	469	307	376	**4,850**	1,557	304	1,446	800	214	547	359	440	**5,667**
18	1,217	247	1,149	509	161	325	285	389	**4,282**	1,037	210	979	434	137	277	243	332	**3,648**	1,110	225	1,048	464	147	296	260	355	**3,904**	1,290	261	1,217	539	171	344	302	412	**4,537**	1,500	305	1,420	629	199	401	353	481	**5,288**	1,756	356	1,658	734	233	469	412	562	**6,179**
19	1,238	251	1,168	517	166	348	301	380	**4,369**	1,055	214	995	440	142	296	256	324	**3,723**	1,129	229	1,065	471	152	317	274	347	**3,984**	1,312	266	1,237	547	176	369	318	403	**4,630**	1,526	311	1,443	639	206	430	371	470	**5,396**	1,786	363	1,685	746	240	502	434	549	**6,305**
20	1,062	200	781	351	121	360	212	405	**3,493**	905	170	666	299	103	307	181	345	**2,976**	969	182	712	320	110	329	193	369	**3,184**	1,126	212	828	372	128	382	225	429	**3,701**	1,310	247	966	434	149	445	262	500	**4,313**	1,533	288	1,128	507	174	520	306	584	**5,040**
21	1,351	278	1,226	534	174	352	325	412	**4,653**	1,151	237	1,045	455	148	300	277	351	**3,964**	1,232	253	1,118	487	159	321	296	375	**4,242**	1,432	294	1,299	566	185	373	344	436	**4,930**	1,696	343	1,515	660	215	435	402	509	**5,746**	1,950	401	1,770	771	252	508	469	594	**6,714**
22	1,094	229	932	470	124	309	217	265	**3,639**	932	195	794	401	106	263	185	226	**3,101**	997	209	850	429	113	282	198	241	**3,318**	1,159	243	988	498	131	327	230	280	**3,856**	1,348	283	1,152	581	153	382	268	327	**4,494**	1,578	330	1,345	678	179	446	313	382	**5,252**

Notes:
a. Zones based on the post code sectors shown on the plan at Appendix A.
b. Per capita expenditure derived from Experian MMG3 data (2017 report)
c. Population derived from Experian MMG3 data (2017 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Stud
Nexus Planning

Table 8: Total comparison goods expenditure availab

Zone	Comparison goods expenditure (£m 2017								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	58.6	10.7	54.0	22.1	7.9	15.2	11.7	16.2	**196.3**
2	45.3	8.0	45.0	18.7	5.9	12.7	8.9	12.9	**157.4**
3	21.4	4.4	20.5	8.8	3.0	5.9	5.1	6.6	**75.6**
4	16.4	3.4	14.9	6.2	2.0	4.3	3.9	4.8	**56.0**
5	35.3	6.4	34.0	14.0	4.4	9.9	6.9	9.5	**120.4**
6	23.6	4.9	23.0	10.3	3.5	6.9	5.7	7.3	**85.1**
7	28.1	5.6	27.3	11.5	3.9	7.6	6.6	9.2	**99.8**
8	35.4	7.3	31.8	14.2	4.1	10.3	7.9	11.4	**122.4**
9	21.9	4.8	20.3	8.4	2.9	5.9	5.4	6.1	**75.6**
10	24.4	4.9	23.3	11.1	3.4	7.0	5.9	7.5	**87.6**
11	59.1	10.9	58.8	26.7	7.6	17.1	11.9	16.5	**208.6**
12	36.5	7.2	35.5	17.5	4.9	11.2	8.1	10.1	**131.0**
13	28.5	6.0	26.9	12.0	4.0	7.8	6.9	8.7	**100.7**
14	14.6	3.1	13.9	7.3	2.2	4.7	3.7	4.4	**53.7**
18	99.1	20.1	93.5	41.4	13.1	26.4	23.2	31.7	**348.6**
19	37.1	7.5	35.0	15.5	5.0	10.4	9.0	11.4	**130.9**
21	39.3	8.1	35.6	15.5	5.1	10.2	9.4	12.0	**135.2**
Inner Study Area Tota	624.5	123.1	593.3	261.2	82.8	173.7	140.2	186.1	**2,184.9**
15	190.2	38.3	147.3	74.0	21.4	66.9	42.3	74.4	**654.7**
16	48.3	11.0	42.7	29.6	5.9	21.9	12.0	14.3	**185.6**
17	90.8	17.7	84.3	46.6	12.5	31.9	20.9	25.6	**330.4**
20	181.2	34.1	133.2	59.9	20.6	61.4	36.1	69.0	**595.5**
22	58.0	12.1	49.5	24.9	6.6	16.4	11.5	14.0	**193.1**
Total	1,192.9	236.4	1,050.2	496.2	149.7	372.2	263.0	383.6	4,144.3

Zone	Comparison goods expenditure (£m 2021								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	65.8	12.0	60.5	24.8	8.9	17.0	13.1	18.2	**220.2**
2	50.9	9.0	50.4	21.0	6.6	14.3	10.0	14.5	**176.6**
3	24.2	5.0	23.2	10.0	3.4	6.6	5.7	7.4	**85.5**
4	18.6	3.8	16.9	7.0	2.3	4.8	4.4	5.5	**63.4**
5	39.9	7.2	38.5	15.8	4.9	11.2	7.8	10.8	**136.2**
6	26.7	5.5	26.0	11.6	4.0	7.8	6.5	8.2	**96.3**
7	31.6	6.2	30.7	12.9	4.3	8.6	7.4	10.3	**112.0**
8	39.8	8.2	35.7	15.9	4.6	11.6	8.8	12.8	**137.4**
9	24.6	5.3	22.7	9.5	3.2	6.7	6.1	6.8	**84.9**
10	27.4	5.5	26.1	12.5	3.9	7.9	6.6	8.4	**98.3**
11	66.4	12.2	66.1	30.0	8.6	19.2	13.3	18.5	**234.4**
12	41.0	8.0	39.9	19.7	5.5	12.6	9.1	11.3	**147.2**
13	32.0	6.7	30.2	13.4	4.4	8.8	7.8	9.7	**113.1**
14	16.4	3.5	15.6	8.2	2.5	5.2	4.1	5.0	**60.4**
18	110.0	22.3	103.8	46.0	14.6	29.3	25.8	35.2	**387.0**
19	41.2	8.4	38.8	17.2	5.5	11.6	10.0	12.7	**145.3**
21	43.6	9.0	39.6	17.2	5.6	11.4	10.5	13.3	**150.1**
Inner Study Area Tota	699.8	138.0	664.8	292.7	92.8	194.6	157.0	208.5	**2,448.3**
15	211.7	42.7	164.0	82.3	23.8	74.4	47.1	82.9	**728.8**
16	53.3	12.2	47.1	32.6	6.5	24.2	13.3	15.8	**204.9**
17	102.5	20.0	95.1	52.6	14.1	36.0	23.6	28.9	**372.8**
20	203.1	38.2	149.4	67.2	23.1	68.9	40.5	77.4	**667.7**
22	64.9	13.6	55.3	27.9	7.4	18.3	12.9	15.7	**216.0**
Total	1,335.2	264.6	1,175.7	555.3	167.6	416.5	294.4	429.2	4,638.5

Zone	Comparison goods expenditure (£m 2026								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	80.8	14.7	74.4	30.4	10.9	20.9	16.1	22.4	**270.6**
2	62.5	11.1	62.0	25.8	8.1	17.6	12.2	17.8	**217.0**
3	30.0	6.2	28.7	12.4	4.2	8.3	7.1	9.2	**106.1**
4	23.0	4.8	21.0	8.7	2.9	6.0	5.5	6.8	**78.6**
5	49.5	8.9	47.8	19.6	6.1	13.9	9.7	13.4	**169.1**
6	33.1	6.9	32.3	14.4	4.9	9.7	8.1	10.2	**119.6**
7	38.8	7.7	37.7	15.8	5.3	10.5	9.1	12.7	**137.8**
8	48.9	10.1	43.9	19.6	5.6	14.3	10.9	15.7	**168.9**
9	30.3	6.6	28.0	11.6	4.0	8.2	7.4	8.4	**104.4**
10	33.7	6.8	32.1	15.4	4.7	9.7	8.1	10.3	**120.9**
11	81.8	15.1	81.4	37.0	10.6	23.6	16.4	22.8	**288.6**
12	50.5	9.9	49.2	24.2	6.7	15.5	11.2	13.9	**181.3**
13	39.4	8.3	37.2	16.6	5.5	10.8	9.6	12.0	**139.3**
14	20.1	4.3	19.2	10.1	3.1	6.4	5.1	6.1	**74.4**
18	133.5	27.1	126.1	55.8	17.7	35.6	31.3	42.7	**469.9**
19	50.0	10.2	47.2	20.9	6.7	14.0	12.1	15.4	**176.4**
21	50.7	10.4	46.0	20.0	6.5	13.2	12.2	15.4	**174.4**
Inner Study Area Tota	856.7	168.9	814.0	358.4	113.6	238.3	192.2	255.2	**2,997.2**
15	256.4	51.7	198.6	99.7	28.9	90.2	57.0	100.4	**882.8**
16	64.2	14.6	56.7	39.3	7.8	29.1	16.0	19.0	**246.8**
17	126.1	24.6	117.1	64.8	17.3	44.3	29.1	35.6	**459.0**
20	236.0	44.4	173.6	78.0	26.8	80.1	47.1	89.9	**775.9**
22	75.4	15.8	64.3	32.4	8.6	21.3	14.9	18.3	**251.1**
Total	1,614.9	320.0	1,424.4	672.7	203.0	503.4	356.3	518.4	5,612.9

Zone	Comparison goods expenditure (£m 2031								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	99.1	18.1	91.5	37.4	13.4	25.7	19.8	27.5	**332.5**
2	76.7	13.6	76.2	31.7	10.0	21.6	15.0	21.8	**266.6**
3	37.2	7.7	35.7	15.3	5.2	10.2	8.8	11.5	**131.6**
4	28.5	5.9	26.0	10.8	3.5	7.5	6.8	8.4	**97.5**
5	61.3	11.1	59.3	24.4	7.6	17.3	12.0	16.6	**209.6**
6	40.9	8.5	40.0	17.9	6.1	12.0	10.0	12.7	**148.2**
7	47.6	9.4	46.4	19.5	6.6	12.9	11.2	15.6	**169.4**
8	60.0	12.4	54.0	24.1	6.9	17.5	13.4	19.3	**207.7**
9	37.2	8.1	34.4	14.3	4.9	10.1	9.2	10.3	**128.4**
10	41.3	8.4	39.6	18.9	5.8	12.0	10.0	12.7	**148.6**
11	100.5	18.5	100.3	45.6	13.0	29.1	20.3	28.1	**355.3**
12	62.1	12.2	60.6	29.9	8.3	19.2	13.8	17.2	**223.2**
13	48.4	10.2	45.8	20.4	6.7	13.3	11.8	14.7	**171.5**
14	24.7	5.3	23.6	12.4	3.8	7.9	6.3	7.5	**91.6**
18	162.0	32.9	153.4	67.9	21.5	43.3	38.1	51.9	**571.2**
19	60.7	12.4	57.4	25.4	8.2	17.1	14.8	18.7	**214.4**
21	58.9	12.1	53.6	23.4	7.6	15.4	14.2	18.0	**203.3**
Inner Study Area Tota	1,047.2	206.9	997.7	439.3	139.3	292.2	235.4	312.6	**3,670.5**
15	309.3	62.5	240.1	120.6	34.9	109.0	68.9	121.4	**1,066.6**
16	77.1	17.6	68.3	47.4	9.4	35.1	19.2	22.9	**297.0**
17	153.7	30.1	143.1	79.1	21.2	54.2	35.5	43.5	**560.4**
20	274.6	51.8	202.5	91.0	31.3	93.4	54.9	104.9	**904.3**
22	87.8	18.4	75.0	37.8	10.0	24.9	17.4	21.3	**292.6**
Total	1,949.7	387.3	1,726.7	815.2	246.0	608.7	431.4	626.6	6,791.5

Zone	Comparison goods expenditure (£m 2036								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	122.0	22.2	112.3	45.9	16.5	31.5	24.3	33.8	**408.5**
2	94.3	16.7	93.5	38.9	12.2	26.5	18.5	26.8	**327.6**
3	46.1	9.5	44.1	19.0	6.4	12.7	10.9	14.2	**163.0**
4	35.4	7.3	32.2	13.4	4.4	9.2	8.4	10.4	**120.7**
5	76.1	13.7	73.4	30.2	9.4	21.4	14.9	20.6	**259.6**
6	50.8	10.6	49.5	22.1	7.6	14.9	12.4	15.7	**183.6**
7	58.7	11.6	57.0	24.0	8.1	15.9	13.8	19.2	**208.2**
8	73.9	15.2	66.4	29.6	8.5	21.6	16.4	23.8	**255.4**
9	45.8	9.9	42.3	17.6	6.0	12.4	11.3	12.7	**157.8**
10	50.9	10.3	48.6	23.2	7.2	14.7	12.2	15.6	**182.7**
11	123.9	22.8	123.3	56.0	16.0	35.8	24.9	34.6	**437.3**
12	76.6	15.0	74.5	36.7	10.2	23.6	17.0	21.1	**274.7**
13	59.7	12.6	56.3	25.1	8.3	16.4	14.6	18.1	**211.1**
14	30.5	6.5	29.1	15.3	4.7	9.8	7.7	9.3	**112.7**
18	197.5	40.0	186.4	82.6	26.2	52.7	46.3	63.1	**694.9**
19	73.9	15.0	69.7	30.9	9.9	20.8	17.9	22.7	**260.9**
21	69.0	14.2	62.6	27.3	8.9	18.0	16.6	21.0	**237.6**
Inner Study Area Tota	1,285.0	253.2	1,221.5	537.8	170.5	357.7	288.1	382.6	**4,496.3**
15	373.5	75.3	289.3	145.2	42.1	131.3	83.0	146.2	**1,285.8**
16	92.9	21.2	82.1	56.9	11.3	42.2	23.1	27.6	**357.4**
17	187.3	36.6	173.9	96.2	25.7	65.8	43.2	52.9	**681.6**
20	321.5	60.5	236.4	106.3	36.5	109.0	64.1	122.4	**1,056.8**
22	102.7	21.5	87.6	44.2	11.6	29.0	20.4	24.9	**341.9**
Total	2,362.9	468.2	2,090.8	986.6	297.7	735.2	521.9	756.6	8,219.8

Zone	Comparison goods growth (£m)			
	2017-2021	2017-2026	2017-2031	2017-2036
1	23.9	74.3	136.1	212.2
2	19.1	59.5	109.2	170.1
3	10.0	30.6	56.0	87.4
4	7.4	22.7	41.5	64.8
5	15.9	48.7	89.2	139.2
6	11.2	34.4	63.1	98.5
7	12.2	37.9	69.6	108.4
8	15.0	46.5	85.3	133.0
9	9.3	28.8	52.7	82.2
10	10.7	33.3	61.1	95.1
11	25.8	80.1	146.8	228.8
12	16.2	50.3	92.2	143.7
13	12.5	38.6	70.8	110.4
14	6.7	20.6	37.8	58.9
18	38.3	121.2	222.5	346.2
19	14.4	45.5	83.5	130.0
21	14.9	39.2	68.1	102.3
Inner Study Area Tota	263.3	812.3	1,485.6	2,311.3
15	74.1	228.1	411.9	631.1
16	19.3	61.2	111.4	171.7
17	42.4	128.6	230.0	351.2
20	72.2	180.4	308.8	461.3
22	22.9	58.0	99.5	148.8
Total	494.3	1,468.6	2,647.2	4,075.5

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A.

b. Per capita expenditure derived from Experian MMG3 data (2017 report)

c. Population derived from Experian MMG3 data (2017 report)

d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 9: Clothing & footwear shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	**Total Clothing (%)**	**Zone 1 Clothing (%)**	**Zone 2 Clothing (%)**	**Zone 3 Clothing (%)**	**Zone 4 Clothing (%)**	**Zone 5 Clothing (%)**	**Zone 6 Clothing (%)**	**Zone 7 Clothing (%)**	**Zone 8 Clothing (%)**	**Zone 9 Clothing (%)**	**Zone 10 Clothing (%)**	**Zone 11 Clothing (%)**	**Zone 12 Clothing (%)**	**Zone 13 Clothing (%)**	**Zone 14 Clothing (%)**	**Zone 18 Clothing (%)**	**Zone 19 Clothing (%)**	**Zone 21 Clothing (%)**	***Inner Study Area***	**Zone 15 Clothing (%)**	**Zone 16 Clothing (%)**	**Zone 17 Clothing (%)**	**Zone 20 Clothing (%)**	**Zone 22 Clothing (%)**
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**1.00%**	8.93%	0.66%	4.00%	0.83%	0.00%	0.00%	6.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.94%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.37%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.96%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**24.55%**	81.93%	80.80%	68.65%	27.13%	26.61%	0.76%	64.10%	81.49%	59.56%	55.72%	13.80%	10.39%	10.14%	6.49%	9.31%	1.23%	1.73%		26.11%	2.53%	0.91%	18.52%	2.60%
Others, Zone 1	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**25.96%**	**90.86%**	**81.45%**	**72.65%**	**27.95%**	**26.61%**	**0.76%**	**79.12%**	**81.49%**	**59.56%**	**59.26%**	**13.80%**	**11.10%**	**10.14%**	**6.49%**	**10.58%**	**1.23%**	**1.73%**		**27.01%**	**2.53%**	**0.91%**	**19.46%**	**2.60%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.01%**	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.07%**	0.00%	0.00%	1.02%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.05%**	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**1.02%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**2.08%**	0.00%	0.66%	2.37%	3.54%	27.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.87%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.11%**	0.00%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.18%**	0.00%	0.00%	0.00%	3.25%	2.28%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.16%**	0.00%	0.00%	0.00%	0.00%	3.77%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.53%**	**0.00%**	**0.66%**	**2.37%**	**6.79%**	**36.65%**	**2.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**5.87%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	5.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.31%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.10%	0.00%	10.49%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.10%**	**0.00%**	**10.49%**	**0.90%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**9.98%**	0.00%	3.72%	0.00%	0.00%	0.74%	1.44%	0.72%	3.56%	1.89%	12.93%	71.91%	58.12%	37.51%	15.22%	11.63%	0.92%	2.14%		0.00%	26.12%	1.87%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.14%**	**0.00%**	**3.72%**	**0.00%**	**0.00%**	**0.74%**	**1.44%**	**0.72%**	**3.56%**	**1.89%**	**12.93%**	**72.56%**	**61.07%**	**37.51%**	**15.98%**	**11.63%**	**0.92%**	**2.14%**		**0.00%**	**26.12%**	**1.87%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**0.77%**	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.86%	1.96%	22.09%	1.78%	0.00%	0.00%	0.00%		0.00%	6.75%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.77%**	**0.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.86%**	**1.96%**	**22.09%**	**1.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.08%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	2.12%	0.00%	0.00%	0.00%
Others, Zone 14	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.12%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**0.39%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
St. Albans City Centre	**5.33%**	1.72%	1.28%	0.00%	2.43%	2.28%	3.41%	0.68%	0.00%	0.00%	4.15%	5.29%	1.46%	2.03%	0.73%	37.02%	23.13%	32.67%		0.00%	0.00%	0.00%	0.00%	0.66%
Others, Zone 18	**0.04%**	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.75%**	**1.72%**	**1.94%**	**0.00%**	**2.43%**	**2.28%**	**3.41%**	**0.68%**	**0.00%**	**0.00%**	**4.15%**	**5.29%**	**1.46%**	**2.03%**	**1.74%**	**41.75%**	**23.13%**	**32.67%**		**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.66%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**5.94%**	0.00%	0.63%	8.89%	40.43%	20.12%	45.61%	2.08%	0.00%	2.21%	9.42%	2.56%	6.45%	4.11%	1.74%	7.23%	21.45%	11.48%		1.80%	1.03%	0.00%	6.83%	1.07%
Cuffley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.95%**	**0.00%**	**0.63%**	**8.89%**	**40.43%**	**20.12%**	**45.61%**	**2.08%**	**0.00%**	**2.21%**	**9.42%**	**2.56%**	**6.45%**	**4.11%**	**2.49%**	**7.23%**	**21.45%**	**11.48%**		**1.80%**	**1.03%**	**0.00%**	**6.83%**	**1.07%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	6.68%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.71%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.68%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.1%**	**93.2%**	**88.4%**	**84.9%**	**78.9%**	**89.1%**	**60.9%**	**88.7%**	**85.7%**	**76.7%**	**88.4%**	**95.1%**	**82.8%**	**75.9%**	**29.9%**	**71.2%**	**50.1%**	**54.7%**		**28.8%**	**40.0%**	**2.8%**	**32.2%**	**4.3%**
Sub Total | Watford District	**26.0%**	90.9%	81.5%	72.7%	28.0%	26.6%	0.8%	79.1%	81.5%	59.6%	60.1%	13.8%	11.1%	10.1%	6.5%	10.6%	1.2%	1.7%		27.0%	2.5%	0.9%	19.5%	2.6%
Sub Total | Hertsmere District	**2.8%**	0.0%	0.7%	3.4%	8.1%	39.4%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%		0.0%	0.0%	0.0%	5.9%	0.0%
Sub Total | Three Rivers Borough	**0.4%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.7%	13.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.0%**	0.6%	3.7%	0.0%	0.0%	0.7%	1.4%	0.7%	3.6%	1.9%	13.8%	73.4%	63.0%	59.6%	19.2%	11.6%	0.9%	2.1%		0.0%	35.0%	1.9%	0.0%	0.0%
Sub Total | St Albans City & District	**11.9%**	1.7%	2.6%	8.9%	42.9%	22.4%	49.0%	2.8%	0.0%	2.2%	13.6%	7.8%	8.6%	6.1%	4.2%	49.0%	44.6%	50.8%		1.8%	2.5%	0.0%	6.8%	1.7%

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)	Zone 18 Clothing (%)	Zone 19 Clothing (%)	Zone 21 Clothing (%)	*Inner Study Area*	Zone 15 Clothing (%)	Zone 16 Clothing (%)	Zone 17 Clothing (%)	Zone 20 Clothing (%)	Zone 22 Clothing (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.89%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		12.65%	0.00%	0.00%	18.07%	0.00%
Hatch End Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	**0.54%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.69%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.43%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.06%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**19.40%**	**0.00%**	**0.00%**	**18.07%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**0.29%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.88%	0.00%		0.00%	6.35%	0.00%	0.00%	0.00%
Others, Zone 16	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.30%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.49%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**6.35%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**0.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	5.96%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**0.26%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%		0.00%	0.00%	2.78%	0.00%	0.00%
Others, Zone 17	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**		**0.00%**	**0.00%**	**8.73%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**0.78%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.62%	0.00%
Edgware District Centre	**1.49%**	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.98%	0.00%
Stanmore District Centre	**0.30%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.80%	0.00%
Wealdstone Local Centre	**0.15%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.72%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**16.29%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.60%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.60%**
Sub-total Study Area	**62.0%**	**93.2%**	**88.4%**	**84.9%**	**79.8%**	**89.1%**	**61.9%**	**88.7%**	**91.1%**	**79.2%**	**88.4%**	**95.1%**	**83.8%**	**76.9%**	**29.9%**	**71.2%**	**50.9%**	**55.8%**		**48.2%**	**46.4%**	**11.5%**	**66.5%**	**6.9%**
Outside Study Area																								
Amersham Town Centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.92%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%		0.00%	2.48%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**1.64%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	35.46%	0.00%	0.00%	0.00%		0.00%	24.18%	4.00%	0.00%	0.00%
Beaconsfield Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**2.66%**	0.00%	2.16%	1.02%	8.16%	7.26%	1.44%	0.72%	1.85%	0.92%	3.30%	0.86%	0.00%	0.00%	0.00%	0.00%	2.45%	1.02%		0.00%	0.00%	0.00%	11.36%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.60%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**7.21%**	5.04%	0.00%	7.05%	4.82%	1.54%	3.73%	5.20%	2.06%	7.65%	0.00%	0.65%	0.00%	13.58%	2.24%	3.09%	5.43%	5.97%		18.25%	5.74%	0.00%	15.79%	2.61%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.94%	0.00%
Gerrards Cross Town Centre	**0.06%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.09%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**0.77%**	0.00%	0.00%	0.00%	0.00%	0.00%	3.88%	0.00%	0.69%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	4.41%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	1.92%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	1.02%		3.42%	5.17%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.14%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.01%**	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%	0.00%	0.00%	0.00%	6.22%		0.00%	0.00%	7.14%	0.00%	14.55%
Marlow Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.42%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Milton Keynes Town Centre	**5.69%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	2.21%	1.38%	15.19%	0.91%	0.92%	1.07%		0.00%	9.67%	53.63%	0.00%	8.02%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.61%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	5.24%		0.00%	0.00%	4.59%	0.00%	0.66%
Monkswood Retail Park, Elder Way, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.63%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, London Road, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**1.34%**	0.00%	0.00%	0.00%	0.00%	2.06%	2.48%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	1.43%		0.00%	0.00%	0.00%	0.90%	15.57%
The Galleria Outlet, Comet Way, Hatfield	**1.67%**	0.00%	7.30%	0.00%	0.79%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	8.33%	0.00%	0.00%	5.99%	2.36%	1.02%		0.00%	1.45%	0.00%	0.90%	4.93%
Uxbridge Town Centre	**3.25%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	2.34%	3.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.83%	1.45%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**4.49%**	0.59%	0.00%	2.03%	3.77%	0.00%	17.66%	0.00%	0.96%	0.00%	0.90%	0.00%	0.00%	1.04%	0.00%	7.51%	19.28%	18.09%		0.00%	0.00%	0.00%	0.90%	35.53%
Others, outside study area	**3.75%**	0.59%	1.53%	3.97%	0.79%	0.00%	1.44%	2.08%	0.00%	5.65%	0.90%	0.65%	2.25%	1.04%	15.23%	0.00%	4.42%	2.14%		6.48%	2.07%	17.26%	0.90%	5.84%
Abroad	**0.70%**	0.59%	0.63%	0.00%	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	1.80%	0.00%	0.00%	0.99%	0.00%	1.87%	2.10%	1.02%		0.00%	0.00%	1.87%	0.90%	0.66%
Sub Total outside Study Area	**38.0%**	**6.8%**	**11.6%**	**15.1%**	**20.3%**	**10.9%**	**38.1%**	**11.3%**	**8.9%**	**20.8%**	**11.6%**	**4.9%**	**16.2%**	**23.2%**	**70.1%**	**28.8%**	**49.1%**	**44.2%**		**51.8%**	**53.6%**	**88.5%**	**33.5%**	**93.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Watford BC Zone 1 Clothing (£m)	Watford BC Zone 2 Clothing (£m)	Hertsmere BC Zone 3 Clothing (£m)	Hertsmere BC Zone 4 Clothing (£m)	Hertsmere BC Zone 5 Clothing (£m)	Hertsmere BC Zone 6 Clothing (£m)	Three Rivers DC Zone 7 Clothing (£m)	Three Rivers DC Zone 8 Clothing (£m)	Three Rivers DC Zone 9 Clothing (£m)	Three Rivers DC Zone 10 Clothing (£m)	Dacorum BC Zone 11 Clothing (£m)	Dacorum BC Zone 12 Clothing (£m)	Dacorum BC Zone 13 Clothing (£m)	Dacorum BC Zone 14 Clothing (£m)	St Albans DC Zone 18 Clothing (£m)	St Albans DC Zone 19 Clothing (£m)	St Albans DC Zone 21 Clothing (£m)	Inner Study Area	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Study Area																									
**Zone 1	Watford South**																								
Colne Valley Retail Park, Lower High Street, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£11.7**	£5.2	£0.3	£0.9	£0.1	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.3***	£1.7	£0.0	£0.0	£1.7	£0.0	
Watford Arches Retail Park, Lower High Street, Watford	**£4.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£4.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£299.8**	£48.0	£36.6	£14.7	£4.4	£9.4	£0.2	£18.0	£28.9	£13.1	£13.6	£8.2	£3.8	£2.9	£0.9	£9.2	£0.5	£0.7	***£213.0***	£49.7	£1.2	£0.8	£33.5	£1.5	
Others, Zone 1	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£316.4**	**£53.3**	**£36.9**	**£15.5**	**£4.6**	**£9.4**	**£0.2**	**£22.2**	**£28.9**	**£13.1**	**£14.5**	**£8.2**	**£4.1**	**£2.9**	**£0.9**	**£10.5**	**£0.5**	**£0.7**	***£226.2***	**£51.4**	**£1.2**	**£0.8**	**£35.3**	**£1.5**	
**Zone 2	Watford North**																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																								
Aldenham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																								
Radlett Town Centre	**£0.7**	£0.0	£0.0	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																								
Borehamwood Town Centre	**£21.7**	£0.0	£0.3	£0.5	£0.6	£9.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.1***	£0.0	£0.0	£0.0	£10.6	£0.0	
Stirling Retail Park, Stirling Way, Borehamwood	**£1.1**	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Extra, Shenley Road, Borehamwood	**£2.0**	£0.0	£0.0	£0.0	£0.5	£0.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0	
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£26.4**	**£0.0**	**£0.3**	**£0.5**	**£1.1**	**£12.9**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£15.8***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**	
**Zone 6	Potters Bar**																								
Potters Bar Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																								
Croxley Green Local Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£2.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																								
Northwood Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																								
Chorleywood Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																								
Abbots Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																								
Hemel Hempstead Town Centre	**£110.9**	£0.0	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.2	£42.5	£21.2	£10.7	£2.2	£11.5	£0.3	£0.8	***£96.6***	£0.0	£12.6	£1.7	£0.0	£0.0	
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.1	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£112.5**	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.3**	**£0.3**	**£0.2**	**£1.3**	**£0.4**	**£3.2**	**£42.9**	**£22.3**	**£10.7**	**£2.3**	**£11.5**	**£0.3**	**£0.8**	***£98.2***	**£0.0**	**£12.6**	**£1.7**	**£0.0**	**£0.0**	
**Zone 12	Hemel Hempstead Fringe**																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																								
Berkhamsted Town Centre	**£11.6**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.7	£6.3	£0.3	£0.0	£0.0	£0.0	***£8.3***	£0.0	£3.3	£0.0	£0.0	£0.0	
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.6**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.7**	**£6.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£8.3***	**£0.0**	**£3.3**	**£0.0**	**£0.0**	**£0.0**	
**Zone 14	Tring**																								
Tring Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0	
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	
Zone 18 | St Albans																									
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	***£4.7***	£0.0	£0.7	£0.0	£0.0	£0.0	
St. Albans City Centre	**£67.6**	£1.0	£0.6	£0.0	£0.4	£0.8	£0.8	£0.2	£0.0	£0.0	£1.0	£3.1	£0.5	£0.6	£0.1	£36.7	£8.6	£12.8	***£67.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£0.4**	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£73.4**	**£1.0**	**£0.9**	**£0.0**	**£0.4**	**£0.8**	**£0.8**	**£0.2**	**£0.0**	**£0.0**	**£1.0**	**£3.1**	**£0.5**	**£0.6**	**£0.3**	**£41.4**	**£8.6**	**£12.8**	***£72.4***	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.4**	
Zone 19 | London Colney Fringe																									
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£71.8**	£0.0	£0.3	£1.9	£6.6	£7.1	£10.7	£0.6	£0.0	£0.5	£2.3	£1.5	£2.4	£1.2	£0.3	£7.2	£8.0	£4.5	***£54.9***	£3.4	£0.5	£0.0	£12.4	£0.6	
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£71.9**	**£0.0**	**£0.3**	**£1.9**	**£6.6**	**£7.1**	**£10.7**	**£0.6**	**£0.0**	**£0.5**	**£2.3**	**£1.5**	**£2.4**	**£1.2**	**£0.4**	**£7.2**	**£8.0**	**£4.5**	***£55.0***	**£3.4**	**£0.5**	**£0.0**	**£12.4**	**£0.6**	
Zone 21 | Harpenden																									
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.6	***£2.9***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.6**	***£2.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£625.6**	**£54.6**	**£40.1**	**£18.2**	**£12.9**	**£31.4**	**£14.3**	**£24.9**	**£30.4**	**£16.8**	**£21.6**	**£56.2**	**£30.2**	**£21.6**	**£4.4**	**£70.5**	**£18.6**	**£21.5**	***£488.2***	**£54.8**	**£19.3**	**£2.5**	**£58.2**	**£2.5**	
Sub Total | Watford District	**£316.6**	£53.3	£36.9	£15.5	£4.6	£9.4	£0.2	£22.2	£28.9	£13.1	£14.7	£8.2	£4.1	£2.9	£0.9	£10.5	£0.5	£0.7	***£226.4***	£51.4	£1.2	£0.8	£35.3	£1.5	
Sub Total | Hertsmere District	**£29.9**	£0.0	£0.3	£0.7	£1.3	£13.9	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£19.3***	£0.0	£0.0	£0.0	£10.6	£0.0	
Sub Total | Three Rivers Borough	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.2	£2.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£5.5***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sub Total | Dacorum District	**£125.3**	£0.3	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.4	£43.4	£23.0	£17.0	£2.8	£11.5	£0.3	£0.8	***£106.7***	£0.0	£16.9	£1.7	£0.0	£0.0	
Sub Total | St Albans City & District	**£148.3**	£1.0	£1.2	£1.9	£7.0	£7.9	£11.5	£0.8	£0.0	£0.5	£3.3	£4.6	£3.2	£1.7	£0.6	£48.5	£16.5	£20.0	***£130.3***	£3.4	£1.2	£0.0	£12.4	£1.0	

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)	Zone 18 Clothing (£m)	Zone 19 Clothing (£m)	Zone 21 Clothing (£m)	*Inner Study Area*	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£58.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£24.1	£0.0	£0.0	£32.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£7.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£7.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£71.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.9***	**£36.9**	**£0.0**	**£0.0**	**£32.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	***£0.9***	£0.0	£3.1	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.2***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£5.4	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£2.5	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	***£0.8***	**£0.0**	**£0.0**	**£7.9**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£8.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£8.4	£0.0
Edgware District Centre	**£16.4**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£16.3	£0.0
Stanmore District Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£3.3	£0.0
Wealdstone Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£29.9**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£741.5**	**£54.6**	**£40.1**	**£18.2**	**£13.1**	**£31.4**	**£14.6**	**£24.9**	**£32.3**	**£17.4**	**£21.6**	**£56.2**	**£30.6**	**£21.9**	**£4.4**	**£70.5**	**£18.9**	**£21.9**	***£492.4***	**£91.7**	**£22.4**	**£10.4**	**£120.5**	**£4.0**
Outside Study Area																								
Amersham Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.7***	£0.0	£1.2	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£20.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£5.2	£0.0	£0.0	£0.0	***£5.5***	£0.0	£11.7	£3.6	£0.0	£0.0
Beaconsfield Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£29.7**	£0.0	£1.0	£0.2	£1.3	£2.6	£0.3	£0.2	£0.7	£0.2	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	***£9.1***	£0.0	£0.0	£0.0	£20.6	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.7	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£90.1**	£3.0	£0.0	£1.5	£0.8	£0.5	£0.9	£1.5	£0.7	£1.7	£0.0	£0.4	£0.0	£3.9	£0.3	£3.1	£2.0	£2.3	***£22.5***	£34.7	£2.8	£0.0	£28.6	£1.5
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£1.7	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£9.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£4.4	£1.3	£0.0	***£8.1***	£0.0	£0.0	£0.0	£0.0	£1.1
Hatterswaty Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	***£0.7***	£6.5	£2.5	£0.0	£0.0	£0.0
Hitchin Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.2
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£18.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£2.4	***£3.1***	£0.0	£0.0	£6.5	£0.0	£8.4
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£5.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£1.6	£0.0
Milton Keynes Town Centre	**£63.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8	£0.4	£2.2	£0.9	£0.3	£0.4	***£5.8***	£0.0	£4.7	£48.7	£0.0	£4.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£6.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.1	***£2.3***	£0.0	£0.0	£4.2	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.7	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£13.6**	£0.0	£0.0	£0.0	£0.0	£0.7	£0.6	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.6	***£2.9***	£0.0	£0.0	£0.0	£1.6	£9.0
The Galleria Outlet, Comet Way, Hatfield	**£19.5**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£5.9	£0.9	£0.4	***£14.3***	£0.0	£0.7	£0.0	£1.6	£2.9
Uxbridge Town Centre	**£44.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£41.5	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£50.3**	£0.3	£0.0	£0.4	£0.6	£0.0	£4.2	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£7.4	£7.1	£7.1	***£28.1***	£0.0	£0.0	£0.0	£1.6	£20.6
Others, outside study area	**£44.6**	£0.3	£0.7	£0.8	£0.1	£0.0	£0.3	£0.6	£0.0	£1.2	£0.2	£0.4	£0.8	£0.3	£2.2	£0.0	£1.6	£0.8	***£10.6***	£12.3	£1.0	£15.7	£1.6	£3.4
Abroad	**£8.4**	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.3	£0.0	£1.8	£0.8	£0.4	***£4.7***	£0.0	£0.0	£1.7	£1.6	£0.4
Sub Total outside Study Area	**£451.4**	**£4.0**	**£5.3**	**£3.2**	**£3.3**	**£3.8**	**£9.0**	**£3.2**	**£3.1**	**£4.6**	**£2.8**	**£2.9**	**£5.9**	**£6.6**	**£10.2**	**£28.5**	**£18.2**	**£17.4**	***£132.1***	**£98.5**	**£25.9**	**£80.3**	**£60.7**	**£54.0**
Total (rounded)	**£1,192.9**	**£58.6**	**£45.3**	**£21.4**	**£16.4**	**£35.3**	**£23.6**	**£28.1**	**£35.4**	**£21.9**	**£24.4**	**£59.1**	**£36.5**	**£28.5**	**£14.6**	**£99.1**	**£37.1**	**£39.3**	***£624.5***	**£190.2**	**£48.3**	**£90.8**	**£181.2**	**£58.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Inner Study Area*	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)		Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**13.58%**	88.05%	51.19%	80.57%	12.28%	12.39%	0.00%	33.51%	59.80%	20.23%	31.01%	0.00%	6.20%	2.12%	3.48%	8.00%	0.00%	0.00%		6.77%	3.93%	0.00%	4.47%	0.00%
Others, Zone 1	**0.32%**	3.14%	0.00%	4.80%	0.00%	0.00%	0.00%	5.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.02%**	**91.19%**	**51.19%**	**85.37%**	**12.28%**	**12.39%**	**0.00%**	**39.27%**	**59.80%**	**28.36%**	**31.01%**	**0.00%**	**6.20%**	**2.12%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**6.77%**	**3.93%**	**0.00%**	**4.47%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.47%**	1.57%	9.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.47%**	**1.57%**	**9.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.49%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**2.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.10%**	0.00%	0.00%	0.00%	20.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.02%**	0.00%	0.00%	0.00%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.12%**	**0.00%**	**0.00%**	**0.00%**	**24.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**1.16%**	0.00%	0.00%	2.45%	14.63%	26.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.05%**	0.00%	0.00%	2.45%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.75%**	0.00%	0.00%	0.00%	0.00%	27.94%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.01%**	**0.00%**	**0.00%**	**4.91%**	**18.60%**	**54.24%**	**4.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**1.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	42.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.45%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.53%**	0.00%	0.00%	0.00%	0.00%	0.00%	24.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.09%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**71.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.60%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	39.99%	0.00%	16.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**39.99%**	**0.00%**	**16.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.75%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.66%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**4.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.56%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	0.00%	32.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.88%**	**0.00%**	**32.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.85%**	**2.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**7.54%**	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	27.35%	77.91%	49.83%	13.09%	3.48%	8.00%	0.00%	0.00%		0.00%	3.93%	2.55%	3.13%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.32%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	4.62%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.78%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**30.83%**	**84.84%**	**51.86%**	**15.31%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**0.00%**	**3.93%**	**2.55%**	**3.13%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**2.97%**	0.00%	28.92%	2.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.15%	0.00%	8.34%	76.04%	33.87%	0.00%	0.00%	0.00%		0.00%	3.36%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.97%**	**0.00%**	**28.92%**	**2.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.15%**	**0.00%**	**8.34%**	**76.04%**	**33.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**3.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.40%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.78%	0.00%	0.00%	0.00%		0.00%	4.99%	0.00%	0.00%	0.00%
Others, Zone 14	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**15.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**4.99%**	**0.00%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**0.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.07%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	**9.14%**	0.00%	0.00%	0.00%	32.78%	3.90%	4.80%	3.03%	0.00%	0.00%	12.02%	4.51%	2.14%	2.12%	0.00%	71.32%	18.16%	6.23%		0.00%	0.00%	0.00%	0.00%	17.61%
Others, Zone 18	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.57%**	**0.00%**	**0.00%**	**0.00%**	**32.78%**	**3.90%**	**4.80%**	**3.03%**	**0.00%**	**0.00%**	**12.02%**	**4.51%**	**2.14%**	**2.12%**	**0.00%**	**75.38%**	**20.31%**	**6.23%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.61%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**0.84%**	0.00%	0.00%	0.00%	3.97%	6.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.26%	0.00%		0.00%	1.64%	0.00%	2.23%	1.38%
Cuffley Village Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**3.97%**	**6.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.27%**	**0.00%**		**0.00%**	**1.64%**	**0.00%**	**2.23%**	**1.38%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**3.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	0.00%	91.18%		0.00%	0.00%	0.00%	0.00%	1.45%
Sub-total	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.94%**	**0.00%**	**91.18%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**
Total | Inner Study Area	**47.0%**	**94.8%**	**89.7%**	**92.6%**	**91.9%**	**80.0%**	**81.3%**	**85.2%**	**82.1%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**95.6%**	**56.6%**	**93.3%**	**34.2%**	**97.4%**		**13.5%**	**17.8%**	**2.6%**	**12.1%**	**20.4%**
Sub Total | Watford District	**14.5%**	92.8%	60.7%	85.4%	12.3%	12.4%	0.0%	39.3%	59.8%	28.4%	31.0%	3.1%	6.2%	2.1%	3.5%	8.0%	0.0%	0.0%		6.8%	3.9%	0.0%	4.5%	0.0%
Sub Total | Hertsmere District	**4.3%**	2.1%	0.0%	4.9%	42.9%	54.2%	76.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%		2.3%	0.0%	0.0%	2.2%	0.0%
Sub Total | Three Rivers Borough	**3.1%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	22.3%	49.5%	11.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.5%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.4%**	0.0%	28.9%	2.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	38.0%	84.8%	60.2%	91.3%	53.1%	0.0%	0.0%	0.0%		0.0%	12.3%	2.6%	3.1%	0.0%
Sub Total | St Albans City & District	**13.7%**	0.0%	0.0%	0.0%	36.7%	10.6%	4.8%	3.0%	0.0%	0.0%	12.0%	4.5%	2.1%	2.1%	0.0%	77.3%	25.6%	97.4%		0.0%	1.6%	0.0%	2.2%	20.4%

Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9 Books etc (%)	Zone 10 Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)	Zone 18 Books etc (%)	Zone 19 Books etc (%)	Zone 21 Books etc (%)	*Inner Study Area*	Zone 15 Books etc (%)	Zone 16 Books etc (%)	Zone 17 Books etc (%)	Zone 20 Books etc (%)	Zone 22 Books etc (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.46%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.16%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.91%**	0.00%	0.00%	2.45%	0.00%	0.00%	0.00%	3.03%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.49%	0.00%	0.00%	12.06%	0.00%
Hatch End Local Centre	**0.38%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Pinner Village Centre	**2.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		17.03%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.65%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.92%**	**0.00%**	**0.00%**	**2.45%**	**0.00%**	**0.00%**	**0.00%**	**3.03%**	**3.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**43.19%**	**0.00%**	**0.00%**	**14.29%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**2.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	6.99%	0.00%	0.00%	0.00%		0.00%	33.18%	0.00%	0.00%	0.00%
Others, Zone 16	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Sub-total	**2.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.22%**	**6.99%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**35.47%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**1.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	22.56%	0.00%	1.38%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**1.98%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	25.00%	0.00%	0.00%
Others, Zone 17	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.43%	0.00%	0.00%
Sub-total	**4.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**49.99%**	**0.00%**	**1.38%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.09%	0.00%
Edgware District Centre	**6.44%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	37.58%	0.00%
Stanmore District Centre	**0.92%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.36%	0.00%
Wealdstone Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**62.03%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Sub-total Study Area	**72.8%**	**94.8%**	**89.7%**	**95.1%**	**91.9%**	**80.0%**	**85.6%**	**88.2%**	**85.9%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**97.8%**	**63.6%**	**93.3%**	**34.2%**	**97.4%**		**56.7%**	**53.3%**	**52.5%**	**88.4%**	**21.8%**
Outside Study Area																								
Amersham Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**2.58%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	0.00%	0.00%	0.00%	16.95%	0.00%	0.00%	0.00%		0.00%	29.27%	9.22%	0.00%	0.00%
Beaconsfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**5.68%**	3.06%	2.39%	2.45%	3.97%	17.08%	1.78%	5.76%	9.78%	14.90%	3.66%	3.08%	0.00%	2.22%	3.48%	2.71%	6.56%	0.00%		9.93%	5.56%	2.55%	9.38%	0.00%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**2.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	22.01%	0.00%		0.00%	0.00%	0.00%	0.00%	18.09%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.72%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.32%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.71%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	2.15%	2.60%		0.00%	0.00%	5.82%	0.00%	14.16%
Marlow Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.64%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	**2.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	25.00%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.45%
Roebuck Retail Park, London Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.89%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
The Galleria Outlet, Comet Way, Hatfield	**1.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.03%	11.60%	0.00%		0.00%	0.00%	0.00%	0.00%	8.56%
Uxbridge Town Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		22.53%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.33%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**1.84%**	0.00%	0.00%	0.00%	4.15%	0.00%	7.30%	3.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	22.17%
Others, outside study area	**3.51%**	0.00%	7.96%	2.45%	0.00%	2.92%	0.00%	3.03%	2.91%	1.97%	0.00%	0.00%	4.88%	0.00%	15.96%	0.00%	7.31%	0.00%		8.57%	3.93%	4.85%	0.00%	9.04%
Abroad	**1.11%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.74%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	1.38%
Sub Total outside Study Area	**27.2%**	**5.2%**	**10.3%**	**4.9%**	**8.1%**	**20.0%**	**14.4%**	**11.8%**	**14.1%**	**18.8%**	**7.1%**	**5.4%**	**31.5%**	**2.2%**	**36.4%**	**6.7%**	**65.8%**	**2.6%**		**43.3%**	**46.7%**	**47.5%**	**11.6%**	**78.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 12: Books, CDs, DVDs expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	Inner Study Area	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£33.8**	£9.4	£4.1	£3.6	£0.4	£0.8	£0.0	£1.9	£4.4	£1.0	£1.5	£0.0	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£29.3***	£2.6	£0.4	£0.0	£1.5	£0.0
Others, Zone 1	**£0.9**	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£35.1**	**£9.7**	**£4.1**	**£3.8**	**£0.4**	**£0.8**	**£0.0**	**£2.2**	**£4.4**	**£1.3**	**£1.5**	**£0.0**	**£0.4**	**£0.1**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£30.5***	**£2.6**	**£0.4**	**£0.0**	**£1.5**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£1.3**	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.3**	**£0.2**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.2**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.9	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£3.0**	£0.0	£0.0	£0.1	£0.5	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.8	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.0**	**£0.2**	**£0.6**	**£3.5**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.5***	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.6***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	***£4.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.7	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.6***	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£18.0**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.3	£8.5	£3.6	£0.8	£0.1	£1.6	£0.0	£0.0	***£16.1***	£0.0	£0.4	£0.5	£1.1	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£9.2**	**£3.7**	**£0.9**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£17.3***	**£0.0**	**£0.4**	**£0.5**	**£1.1**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£9.3**	£0.0	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.6	£4.6	£1.0	£0.0	£0.0	£0.0	***£9.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£9.3**	**£0.0**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.6**	**£4.6**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	***£9.0***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.5**	£0.0	£0.0	£0.0	£1.1	£0.2	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£14.3	£1.4	£0.5	***£19.3***	£0.0	£0.0	£0.0	£0.0	£2.1
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.4**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.2**	**£0.2**	**£0.0**	**£0.0**	**£0.6**	**£0.5**	**£0.2**	**£0.1**	**£0.0**	**£15.1**	**£1.5**	**£0.5**	***£20.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.1**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.8**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.2	£0.0	£0.8	£0.2
Cuffley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£1.0***	**£0.0**	**£0.2**	**£0.0**	**£0.8**	**£0.2**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£7.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.4	***£7.8***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£7.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£7.4**	***£7.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Total | Inner Study Area	**£118.8**	**£10.1**	**£7.2**	**£4.1**	**£3.1**	**£5.1**	**£4.0**	**£4.7**	**£6.0**	**£3.9**	**£4.6**	**£10.3**	**£4.9**	**£5.7**	**£1.7**	**£18.8**	**£2.6**	**£7.9**	***£104.6***	**£5.2**	**£2.0**	**£0.5**	**£4.1**	**£2.5**
Sub Total | Watford District	**£36.4**	£9.9	£4.9	£3.8	£0.4	£0.8	£0.0	£2.2	£4.4	£1.3	£1.5	£0.3	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£31.8***	£2.6	£0.4	£0.0	£1.5	£0.0
Sub Total | Hertsmere District	**£11.5**	£0.2	£0.0	£0.2	£1.5	£3.5	£3.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	***£9.9***	£0.9	£0.0	£0.0	£0.8	£0.0
Sub Total | Three Rivers Borough	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£1.6	£2.4	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.2***	£1.7	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£29.6**	£0.0	£2.3	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.9	£9.2	£4.3	£5.5	£1.6	£1.6	£0.0	£0.0	***£26.7***	£0.0	£1.4	£0.5	£1.1	£0.0
Sub Total | St Albans City & District	**£32.4**	£0.0	£0.0	£0.0	£1.2	£0.7	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£15.5	£1.9	£7.9	***£29.0***	£0.0	£0.2	£0.0	£0.8	£2.5

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	Inner Study Area	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£11.6**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£7.1	£0.0	£0.0	£4.1	£0.0
Hatch End Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£6.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£6.5	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£16.5**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.3***	£0.0	£3.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£3.9**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.0	£0.0	£0.2
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.4	£0.0	£0.0
Others, Zone 17	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Sub-total	**£9.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£8.9**	**£0.0**	**£0.2**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£6.5	£0.0
Edgware District Centre	**£12.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£12.8	£0.0
Stanmore District Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£21.1**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Sub-total Study Area	**£175.4**	**£10.1**	**£7.2**	**£4.2**	**£3.1**	**£5.1**	**£4.2**	**£4.9**	**£6.3**	**£3.9**	**£4.6**	**£10.3**	**£4.9**	**£5.9**	**£2.0**	**£18.8**	**£2.6**	**£7.9**	***£105.7***	**£21.7**	**£5.9**	**£9.3**	**£30.1**	**£2.7**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.7***	£0.0	£3.2	£1.6	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£13.5**	£0.3	£0.2	£0.1	£0.1	£1.1	£0.1	£0.3	£0.7	£0.7	£0.2	£0.3	£0.0	£0.1	£0.1	£0.5	£0.5	£0.0	***£5.5***	£3.8	£0.6	£0.5	£3.2	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.7	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£2.2
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	***£0.6***	£0.0	£0.0	£1.0	£0.0	£1.7
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£4.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.8	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£1.0
Uxbridge Town Centre	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£8.6	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£2.7
Others, outside study area	**£8.5**	£0.0	£0.6	£0.1	£0.0	£0.2	£0.0	£0.2	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.5	£0.0	£0.6	£0.0	***£2.8***	£3.3	£0.4	£0.9	£0.0	£1.1
Abroad	**£2.3**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub Total outside Study Area	**£61.0**	**£0.5**	**£0.8**	**£0.2**	**£0.3**	**£1.3**	**£0.7**	**£0.7**	**£1.0**	**£0.9**	**£0.4**	**£0.6**	**£2.3**	**£0.1**	**£1.1**	**£1.3**	**£5.0**	**£0.2**	***£17.4***	**£16.6**	**£5.1**	**£8.4**	**£4.0**	**£9.5**
Total (rounded)	**£236.4**	**£10.7**	**£8.0**	**£4.4**	**£3.4**	**£6.4**	**£4.9**	**£5.6**	**£7.3**	**£4.8**	**£4.9**	**£10.9**	**£7.2**	**£6.0**	**£3.1**	**£20.1**	**£7.5**	**£8.1**	***£123.1***	**£38.3**	**£11.0**	**£17.7**	**£34.1**	**£12.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 13: Small Household goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total H'Hold (%)	Zone 1 H'Hold (%)	Zone 2 H'Hold (%)	Zone 3 H'Hold (%)	Zone 4 H'Hold (%)	Zone 5 H'Hold (%)	Zone 6 H'Hold (%)	Zone 7 H'Hold (%)	Zone 8 H'Hold (%)	Zone 9 H'Hold (%)	Zone 10 H'Hold (%)	Zone 11 H'Hold (%)	Zone 12 H'Hold (%)	Zone 13 H'Hold (%)	Zone 14 H'Hold (%)	Zone 18 H'Hold (%)	Zone 19 H'Hold (%)	Zone 21 H'Hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.20%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.59%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.72%	4.12%	4.60%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.33%	0.00%	0.00%	8.28%	1.48%	1.47%	0.00%	2.29%	0.91%	0.00%	1.28%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.90%
Watford Town Centre	23.60%	88.62%	62.08%	56.67%	28.45%	19.82%	16.26%	67.68%	67.66%	50.10%	40.43%	2.82%	4.52%	32.02%	3.34%	2.81%	1.21%	2.61%		34.32%	5.99%	0.00%	18.30%	0.00%
Others, Zone 1	0.12%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**24.97%**	**93.78%**	**66.67%**	**66.29%**	**31.35%**	**21.28%**	**16.26%**	**74.70%**	**72.16%**	**50.10%**	**41.71%**	**2.82%**	**7.83%**	**32.02%**	**4.34%**	**2.81%**	**1.21%**	**2.61%**		**34.32%**	**5.99%**	**0.00%**	**19.91%**	**0.90%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.67%	0.00%	13.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**13.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.28%**	**0.00%**	**1.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.08%	1.05%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.15%	0.00%	0.78%	0.00%	7.82%	0.00%	0.00%	1.14%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.23%**	**1.05%**	**0.78%**	**2.75%**	**7.82%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.51%	0.00%	0.00%	3.28%	1.97%	38.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.05%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.28%	0.00%	0.00%	0.00%	2.82%	9.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.03%**	**0.00%**	**0.00%**	**3.28%**	**6.28%**	**47.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.66%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	17.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**20.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.04%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**5.93%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	3.97%	1.05%	2.32%	1.34%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	6.21%	48.81%	19.46%	9.53%	3.94%	1.64%	0.00%	0.00%		0.00%	5.99%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	4.40%	0.00%	2.32%	0.00%	0.00%	0.00%	0.00%	6.29%	0.00%	19.00%	31.60%	23.80%	44.54%	4.66%	0.00%	0.00%	0.00%	0.00%		0.98%	3.61%	0.00%	0.00%	0.00%
Others, Zone 11	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.41%**	**1.05%**	**4.65%**	**1.34%**	**0.00%**	**1.47%**	**0.00%**	**6.29%**	**0.00%**	**19.00%**	**37.81%**	**72.61%**	**64.99%**	**14.20%**	**3.94%**	**1.64%**	**0.00%**	**0.00%**		**0.98%**	**9.60%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	7.28%	0.00%	0.00%	0.00%
Sub-total	**0.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**7.28%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	10.20%	2.91%	0.00%	0.00%	0.00%		0.00%	0.00%	1.77%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**10.20%**	**2.91%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.77%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	31.41%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**32.41%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.50%	0.00%	0.00%	0.00%	5.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%	3.37%	0.00%		0.00%	0.00%	0.00%	0.00%	1.21%
St. Albans City Centre	6.46%	2.44%	0.00%	5.54%	5.84%	5.65%	3.34%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	46.08%	23.52%	22.71%		0.00%	0.00%	0.00%	0.00%	12.47%
Others, Zone 18	0.22%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.18%**	**2.44%**	**0.00%**	**5.54%**	**11.68%**	**7.19%**	**3.34%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**49.30%**	**32.20%**	**22.71%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**13.67%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	2.25%	0.00%	0.00%	6.88%	28.35%	12.19%	11.08%	0.00%	0.00%	0.00%	5.25%	2.36%	2.54%	1.55%	0.00%	1.17%	7.78%	1.54%		0.98%	0.00%	0.00%	3.66%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.30%**	**0.00%**	**0.00%**	**6.88%**	**28.35%**	**12.19%**	**11.08%**	**0.00%**	**0.00%**	**0.00%**	**5.25%**	**2.36%**	**3.86%**	**1.55%**	**0.00%**	**1.17%**	**7.78%**	**1.54%**		**0.98%**	**0.00%**	**0.00%**	**3.66%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.46%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.46%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**48.0%**	**98.3%**	**85.3%**	**86.1%**	**87.0%**	**91.5%**	**51.3%**	**88.1%**	**74.5%**	**82.1%**	**92.5%**	**77.8%**	**78.7%**	**58.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**36.3%**	**28.3%**	**1.8%**	**28.2%**	**14.6%**
Sub Total | Watford District	25.7%	93.8%	79.9%	66.3%	31.3%	21.3%	16.3%	74.7%	72.2%	50.1%	43.0%	2.8%	9.8%	32.0%	4.3%	2.8%	1.2%	2.6%		34.3%	6.0%	0.0%	19.9%	0.9%
Sub Total | Hertsmere District	2.6%	1.0%	0.8%	6.0%	15.6%	47.8%	20.6%	1.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%		0.0%	0.0%	0.0%	4.7%	0.0%
Sub Total | Three Rivers Borough	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	5.9%	2.3%	8.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	9.6%	1.0%	4.6%	1.3%	0.0%	1.5%	0.0%	6.3%	0.0%	20.7%	37.8%	72.6%	65.0%	24.4%	39.3%	1.6%	0.0%	0.0%		1.0%	22.3%	1.8%	0.0%	0.0%
Sub Total | St Albans City & District	9.7%	2.4%	0.0%	12.4%	40.0%	19.4%	14.4%	0.0%	0.0%	0.0%	7.8%	2.4%	3.9%	1.6%	0.0%	50.5%	40.0%	32.7%		1.0%	0.0%	0.0%	3.7%	13.7%

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 2 H'hold (%)	Zone 3 H'hold (%)	Zone 4 H'hold (%)	Zone 5 H'hold (%)	Zone 6 H'hold (%)	Zone 7 H'hold (%)	Zone 8 H'hold (%)	Zone 9 H'hold (%)	Zone 10 H'hold (%)	Zone 11 H'hold (%)	Zone 12 H'hold (%)	Zone 13 H'hold (%)	Zone 14 H'hold (%)	Zone 18 H'hold (%)	Zone 19 H'hold (%)	Zone 21 H'hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.37%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.94%	0.00%	0.00%	5.54%	0.00%	0.00%	0.00%	0.00%	3.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		19.24%	0.00%	0.00%	8.32%	0.00%
Hatch End Local Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.64%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.94%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.36%**	**0.00%**	**0.00%**	**5.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**26.20%**	**0.00%**	**0.00%**	**8.32%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.25%	2.07%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.06%	0.00%	7.69%
Homebase, Vimy Road, Leighton Buzzard	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	0.00%
Leighton Buzzard Town Centre	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	14.19%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.25%**	**2.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**22.84%**	**0.00%**	**7.69%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	20.96%	0.00%
Edgware District Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.80%	0.00%
Stanmore District Centre	2.73%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.36%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.49%**	**0.00%**	**0.00%**	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**46.12%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.77%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.77%**
Sub-total Study Area	**63.7%**	**98.3%**	**85.3%**	**93.0%**	**87.0%**	**91.5%**	**51.3%**	**89.7%**	**81.9%**	**82.1%**	**92.5%**	**77.8%**	**81.9%**	**60.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**62.5%**	**33.8%**	**24.6%**	**82.7%**	**24.0%**
Outside Study Area																								
Amersham Town Centre	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	4.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%	0.99%	1.48%	19.23%	0.00%	0.00%	0.00%		0.00%	32.96%	1.26%	0.00%	0.00%
Beaconsfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.73%	0.00%	3.78%	1.34%	2.82%	3.96%	1.40%	0.00%	0.86%	0.00%	1.79%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	9.09%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.46%	1.77%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.01%	0.00%	0.00%	1.41%	2.40%	0.00%	8.61%	0.00%	3.85%	2.43%	1.79%	0.00%	0.00%	2.07%	0.00%	4.85%	2.47%	7.53%		4.76%	1.76%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.89%	0.00%		0.00%	0.00%	0.00%	1.53%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.41%	0.00%	0.78%	0.00%	0.00%	0.00%	1.95%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	8.13%	3.68%	5.92%		0.00%	0.00%	0.00%	0.00%	5.33%
Hatterseway Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	3.47%	0.00%	0.00%	0.00%	22.44%	2.67%	0.00%	0.00%	0.00%		5.43%	10.21%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.72%
Ikea, Drury Way, North Circular Road, Wembley	2.63%	1.69%	9.38%	0.00%	5.84%	3.08%	2.36%	6.33%	3.58%	0.00%	0.00%	14.64%	0.00%	1.55%	0.00%	0.00%	1.69%	0.00%		5.04%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	14.01%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.79%	1.21%	0.94%	5.69%	19.70%	4.85%	0.00%	0.00%		0.00%	6.17%	56.20%	0.00%	5.67%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	1.55%	0.00%	1.64%	0.00%	8.51%		0.00%	0.00%	4.29%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%		0.00%	0.00%	0.00%	0.00%	3.92%
Roebuck Retail Park, London Road, Stevenage	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.02%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%		0.00%	0.00%	0.00%	0.00%	3.27%
The Galleria Outlet, Comet Way, Hatfield	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	4.10%	1.62%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.40%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	1.47%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.82%	0.00%		1.37%	0.00%	0.00%	0.00%	0.90%
Welwyn Garden City Town Centre	7.37%	0.00%	0.00%	1.41%	0.00%	0.00%	24.90%	0.00%	0.00%	9.02%	0.00%	0.00%	3.21%	1.55%	0.00%	21.56%	24.63%	37.42%		0.00%	0.00%	0.00%	5.19%	36.92%
Others, outside study area	4.20%	0.00%	0.00%	2.82%	0.00%	0.00%	2.85%	1.60%	8.02%	0.00%	0.00%	0.00%	0.99%	2.07%	14.80%	1.23%	2.47%	0.00%		12.51%	6.17%	9.28%	0.00%	1.21%
Abroad	1.36%	0.00%	0.78%	0.00%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	11.01%	0.00%	0.00%	0.00%	0.00%	0.00%		1.96%	1.76%	0.00%	1.53%	0.00%
Sub Total outside Study Area	**36.3%**	**1.7%**	**14.7%**	**7.0%**	**13.0%**	**8.5%**	**48.7%**	**10.3%**	**18.1%**	**17.9%**	**7.6%**	**22.2%**	**18.1%**	**40.0%**	**56.4%**	**45.1%**	**57.6%**	**64.7%**		**37.5%**	**66.2%**	**75.4%**	**17.3%**	**76.0%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 14: Small Household goods expenditure

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	Study	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	**£2.1**	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£7.5**	£2.2	£2.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	***£5.3***	£0.0	£0.0	£0.0	£2.1	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£4.2**	£0.0	£0.0	£1.7	£0.2	£0.5	£0.0	£0.6	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.8***	£0.0	£0.0	£0.0	£0.0	£0.4
Watford Town Centre	**£255.5**	£47.8	£27.9	£11.6	£4.3	£6.7	£3.7	£18.5	£21.5	£10.1	£9.4	£1.7	£1.6	£8.6	£0.5	£2.6	£0.4	£0.9	***£178.0***	£50.6	£2.6	£0.0	£24.4	£0.0
Others, Zone 1	**£1.6**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£270.8**	**£50.6**	**£30.0**	**£13.6**	**£4.7**	**£7.2**	**£3.7**	**£20.4**	**£23.0**	**£10.1**	**£9.7**	**£1.7**	**£2.8**	**£8.6**	**£0.6**	**£2.6**	**£0.4**	**£0.9**	***£190.7***	**£50.6**	**£2.6**	**£0.0**	**£26.5**	**£0.4**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£6.6**	£0.0	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£6.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£6.9**	**£0.0**	**£5.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£6.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.1**	£0.6	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.3**	£0.0	£0.3	£0.0	£1.2	£0.0	£0.0	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.4**	**£0.6**	**£0.3**	**£0.6**	**£1.2**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	**£18.0**	£0.0	£0.0	£0.7	£0.3	£13.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£14.0***	£0.0	£0.0	£0.0	£4.1	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£3.7**	£0.0	£0.0	£0.0	£0.4	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.1**	**£0.0**	**£0.0**	**£0.7**	**£0.9**	**£16.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£17.9***	**£0.0**	**£0.0**	**£0.0**	**£6.2**	**£0.0**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£5.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£1.6**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	**£46.6**	£0.6	£1.0	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.4	£28.7	£6.9	£2.6	£0.5	£1.5	£0.0	£0.0	***£44.1***	£0.0	£2.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£48.0**	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£3.8	£7.4	£14.0	£15.8	£1.3	£0.0	£0.0	£0.0	£0.0	***£45.0***	£1.4	£1.5	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£95.0**	**£0.6**	**£2.1**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£1.7**	**£0.0**	**£3.8**	**£8.8**	**£42.7**	**£23.1**	**£3.8**	**£0.5**	**£1.5**	**£0.0**	**£0.0**	***£89.5***	**£1.4**	**£4.1**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£3.1	£0.0	£0.0	£0.0
Sub-total	**£3.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	**£5.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£2.7	£0.4	£0.0	£0.0	£0.0	***£3.5***	£0.0	£0.0	£1.5	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£2.7**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**
Zone 14 | Tring																							
Tring Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	***£4.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£6.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.5**	**£0.0**	**£0.0**	**£0.0**	***£4.5***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.7**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£1.2	£0.0	***£5.1***	£0.0	£0.0	£0.0	£0.0	£0.6
St. Albans City Centre	**£72.2**	£1.3	£0.0	£1.1	£0.9	£1.9	£0.8	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£43.1	£8.2	£8.1	***£66.0***	£0.0	£0.0	£0.0	£0.0	£6.2
Others, Zone 18	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	***£2.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£80.2**	**£1.3**	**£0.0**	**£1.1**	**£1.7**	**£2.4**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£46.1**	**£11.3**	**£8.1**	***£73.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£6.8**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£27.0**	£0.0	£0.0	£1.4	£4.2	£4.1	£2.5	£0.0	£0.0	£0.0	£1.2	£1.4	£0.9	£0.4	£0.0	£1.1	£2.7	£0.5	***£20.6***	£1.4	£0.0	£0.0	£4.9	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.4**	**£0.0**	**£0.0**	**£1.4**	**£4.2**	**£4.1**	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£1.4**	**£1.4**	**£0.4**	**£0.0**	**£1.1**	**£2.7**	**£0.5**	***£21.1***	**£1.4**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£536.8**	**£53.1**	**£38.3**	**£17.6**	**£13.0**	**£31.2**	**£11.8**	**£24.1**	**£23.7**	**£16.6**	**£21.5**	**£45.7**	**£28.0**	**£15.6**	**£6.0**	**£51.4**	**£14.8**	**£12.6**	***£425.0***	**£53.4**	**£12.1**	**£1.5**	**£37.6**	**£7.2**
Sub Total | Watford District	**£277.7**	£50.6	£35.9	£13.6	£4.7	£7.2	£3.7	£20.4	£23.0	£10.1	£10.0	£1.7	£3.5	£8.6	£0.6	£2.6	£0.4	£0.9	***£197.6***	£50.6	£2.6	£0.0	£26.5	£0.4
Sub Total | Hertsmere District	**£32.9**	£0.6	£0.3	£1.2	£2.3	£16.3	£4.7	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£26.7***	£0.0	£0.0	£0.0	£6.2	£0.0
Sub Total | Three Rivers Borough	**£5.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.6	£0.7	£1.8	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£109.9**	£0.6	£2.1	£0.3	£0.0	£0.5	£0.0	£1.7	£0.0	£4.2	£8.8	£42.7	£23.1	£6.6	£5.4	£1.5	£0.0	£0.0	***£97.5***	£1.4	£9.5	£1.5	£0.0	£0.0
Sub Total | St Albans City & District	**£110.7**	£1.3	£0.0	£2.5	£6.0	£6.6	£3.3	£0.0	£0.0	£0.0	£1.8	£1.4	£1.4	£0.4	£0.0	£47.2	£14.0	£11.7	***£97.6***	£1.4	£0.0	£0.0	£4.9	£6.8

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)	Zone 7 H'hold (£m)	Zone 8 H'hold (£m)	Zone 9 H'hold (£m)	Zone 10 H'hold (£m)	Zone 11 H'hold (£m)	Zone 12 H'hold (£m)	Zone 13 H'hold (£m)	Zone 14 H'hold (£m)	Zone 18 H'hold (£m)	Zone 19 H'hold (£m)	Zone 21 H'hold (£m)	*Inner Study Area*	Zone 15 H'hold (£m)	Zone 16 H'hold (£m)	Zone 17 H'hold (£m)	Zone 20 H'hold (£m)	Zone 22 H'hold (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£41.7**	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£28.3	£0.0	£0.0	£11.1	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.9	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£4.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£4.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£53.2**	**£0.0**	**£0.0**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£38.6**	**£0.0**	**£0.0**	**£11.1**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£10.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.6	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£5.1	£0.0	£3.8
Homebase, Vimy Road, Leighton Buzzard	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.2	£0.0	£0.0
Leighton Buzzard Town Centre	**£12.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£12.0	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£19.3**	**£0.0**	**£3.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£27.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£27.9	£0.0
Edgware District Centre	**£7.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£7.7	£0.0
Stanmore District Centre	**£26.1**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£25.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£61.7**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£61.4**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**
Sub-total Study Area	**£680.1**	**£53.1**	**£38.3**	**£19.0**	**£13.0**	**£31.2**	**£11.8**	**£24.5**	**£26.1**	**£16.6**	**£21.5**	**£45.7**	**£29.1**	**£16.1**	**£6.0**	**£51.4**	**£14.8**	**£12.6**	***£430.9***	**£92.0**	**£14.4**	**£20.7**	**£110.1**	**£11.9**
Outside Study Area																								
Amersham Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£6.0	£2.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£19.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	£0.4	£2.7	£0.0	£0.0	£0.0	***£4.4***	£0.0	£14.1	£1.1	£0.0	£0.0
Beaconsfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£17.5**	£0.0	£1.7	£0.3	£0.4	£1.3	£0.3	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£5.3***	£0.0	£0.0	£0.0	£12.1	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.1	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£21.2**	£0.0	£0.0	£0.3	£0.4	£0.0	£2.0	£0.0	£1.2	£0.5	£0.4	£0.0	£0.0	£0.6	£0.0	£4.5	£0.9	£2.7	***£13.4***	£7.0	£0.8	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£2.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£15.1**	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.6	£1.3	£2.1	***£12.5***	£0.0	£0.0	£0.0	£0.0	£2.6
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£19.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	£0.0	£0.0	£0.0	£6.0	£0.4	£0.0	£0.0	£0.0	***£7.4***	£8.0	£4.4	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Ikea, Drury Way, North Circular Road, Wembley	**£27.5**	£0.9	£4.2	£0.0	£0.9	£1.0	£0.5	£1.7	£1.1	£0.0	£0.0	£8.6	£0.0	£0.4	£0.0	£0.0	£0.6	£0.0	***£20.1***	£7.4	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	***£0.0***	£0.0	£0.0	£2.2	£0.0	£6.9
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£63.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.3	£1.5	£2.7	£4.5	£0.0	£0.0	***£10.3***	£0.0	£2.6	£47.4	£0.0	£2.8
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£1.5	£0.0	£3.0	***£5.3***	£0.0	£0.0	£3.6	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£1.9
Roebuck Retail Park, London Road, Stevenage	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.6
The Galleria Outlet, Comet Way, Hatfield	**£3.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.4	£0.6	***£3.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£3.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	***£2.6***	£2.0	£0.0	£0.0	£0.0	£0.4
Welwyn Garden City Town Centre	**£76.7**	£0.0	£0.0	£0.3	£0.0	£0.0	£5.7	£0.0	£0.0	£1.8	£0.0	£0.0	£1.1	£0.4	£0.0	£20.2	£8.6	£13.3	***£51.5***	£0.0	£0.0	£0.0	£6.9	£18.3
Others, outside study area	**£38.7**	£0.0	£0.0	£0.6	£0.0	£0.0	£0.7	£0.4	£2.6	£0.0	£0.0	£0.0	£0.4	£0.6	£2.1	£1.2	£0.9	£0.0	***£9.2***	£18.4	£2.6	£7.8	£0.0	£0.6
Abroad	**£13.0**	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.4***	£2.9	£0.8	£0.0	£2.0	£0.0
Sub Total outside Study Area	**£370.1**	**£0.9**	**£6.6**	**£1.4**	**£1.9**	**£2.9**	**£11.2**	**£2.8**	**£5.8**	**£3.6**	**£1.8**	**£13.1**	**£6.4**	**£10.7**	**£7.8**	**£42.2**	**£20.1**	**£23.1**	***£162.4***	**£55.3**	**£28.2**	**£63.6**	**£23.1**	**£37.6**
Total (rounded)	**£1,050.2**	**£54.0**	**£45.0**	**£20.5**	**£14.9**	**£34.0**	**£23.0**	**£27.3**	**£31.8**	**£20.3**	**£23.3**	**£58.8**	**£35.5**	**£26.9**	**£13.9**	**£93.5**	**£35.0**	**£35.6**	***£593.3***	**£147.3**	**£42.7**	**£84.3**	**£133.2**	**£49.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)		Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	0.91%	1.35%	1.03%	2.15%	0.00%	0.00%	0.00%	4.05%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	5.32%	29.54%	13.22%	13.30%	11.33%	0.00%	0.00%	10.41%	4.84%	6.18%	5.85%	6.25%	2.12%	0.00%	0.00%	8.33%	0.00%	0.00%		0.00%	0.00%	0.00%	4.39%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	1.69%	2.36%	3.10%	13.30%	4.39%	0.00%	2.43%	8.38%	15.01%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	1.70%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	20.50%	63.38%	78.80%	58.66%	45.84%	35.24%	3.23%	68.86%	57.97%	31.37%	55.68%	3.10%	1.51%	18.12%	3.46%	5.52%	0.00%	4.05%		11.90%	4.20%	0.00%	11.85%	0.00%
Others, Zone 1	0.60%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.87%	0.00%	0.00%	0.00%	0.00%
Sub-total	**29.02%**	**97.64%**	**96.15%**	**87.41%**	**61.56%**	**35.24%**	**5.66%**	**91.70%**	**82.70%**	**40.13%**	**64.09%**	**9.35%**	**3.63%**	**18.12%**	**3.46%**	**22.26%**	**1.66%**	**4.05%**		**16.93%**	**4.20%**	**0.00%**	**16.24%**	**0.00%**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.06%	0.00%	0.00%	5.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.14%	0.00%	0.78%	0.00%	10.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.78%**	**5.16%**	**10.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	0.60%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**3.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.71%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	1.85%	0.00%	0.78%	0.00%	4.93%	38.22%	7.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.05%	0.00%	0.00%	2.15%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.42%	0.00%	0.00%	0.00%	0.00%	12.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Sub-total	**2.70%**	**0.00%**	**0.78%**	**2.15%**	**4.93%**	**50.57%**	**10.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.41%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.28%**	**0.00%**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	3.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.64%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**10.89%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%	17.48%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**17.48%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**14.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	7.18%	0.00%	0.78%	0.00%	0.00%	0.00%	2.31%	0.00%	4.88%	2.71%	17.65%	76.59%	31.81%	25.38%	9.27%	0.00%	3.99%	2.51%		0.00%	15.52%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	1.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	5.74%	38.42%	0.00%	0.00%	0.00%	0.00%	3.34%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.21%**	**0.00%**	**0.78%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**4.88%**	**2.71%**	**20.21%**	**85.43%**	**70.23%**	**25.38%**	**9.27%**	**0.00%**	**3.99%**	**5.85%**		**0.00%**	**15.52%**	**0.00%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	47.36%	1.77%	0.00%	0.00%	0.00%		0.00%	2.83%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.16%**	**47.36%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																								
Tring Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.05%	0.00%	0.00%	0.00%		0.00%	2.83%	2.01%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.05%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**2.01%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.65%	0.00%	9.87%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	4.54%	0.00%	0.00%	0.00%	2.56%	2.39%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	2.12%	0.00%	1.77%	31.40%	34.73%	10.63%		0.00%	0.00%	0.00%	0.00%	1.43%
Others, Zone 18	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.68%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**2.39%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**8.37%**	**0.00%**	**1.77%**	**38.05%**	**36.39%**	**20.50%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.43%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.98%	0.00%	0.00%	0.00%	7.57%	2.39%	14.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	3.34%		0.00%	0.00%	0.00%	3.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.12%**	**0.00%**	**0.00%**	**0.00%**	**7.57%**	**2.39%**	**14.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**	**3.34%**		**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	19.58%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**19.58%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**51.9%**	**97.6%**	**98.5%**	**94.7%**	**90.5%**	**90.6%**	**41.0%**	**95.7%**	**90.8%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**20.3%**	**72.5%**	**56.3%**	**53.3%**		**19.1%**	**25.4%**	**2.0%**	**23.5%**	**1.4%**
Sub Total | Watford District	29.1%	97.6%	96.2%	87.4%	61.6%	35.2%	5.7%	91.7%	82.7%	40.1%	66.5%	9.4%	3.6%	18.1%	3.5%	22.3%	1.7%	4.1%		16.9%	4.2%	0.0%	16.2%	0.0%
Sub Total | Hertsmere District	4.0%	0.0%	1.6%	7.3%	18.8%	50.6%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	14.3%	0.0%		0.0%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.2%	31.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.2%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.8%	0.0%	0.0%	0.0%	2.3%	0.0%	4.9%	2.7%	20.2%	85.4%	75.9%	72.7%	15.1%	0.0%	4.0%	5.9%		0.0%	21.2%	2.0%	0.0%	0.0%
Sub Total | St Albans City & District	7.6%	0.0%	0.0%	0.0%	10.1%	4.8%	14.2%	0.0%	0.0%	0.0%	2.6%	0.0%	8.4%	0.0%	1.8%	43.6%	36.4%	43.4%		0.0%	0.0%	0.0%	3.0%	1.4%

Destination	Total Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)	*Inner Study Area*	Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	6.22%	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		8.41%	0.00%	0.00%	34.54%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Ruislip Town Centre	3.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.21%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.71%**	**0.00%**	**2.13%**	**2.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**38.62%**	**0.00%**	**0.00%**	**36.68%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.72%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	7.64%	0.00%	1.36%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.93%	11.66%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.62%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**19.30%**	**0.00%**	**1.36%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	5.64%
Edgware District Centre	1.04%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.36%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	6.63%	0.00%
Stanmore District Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.02%**	**0.00%**	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.36%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**10.91%**	**5.64%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.83%		0.00%	0.00%	0.00%	0.00%	33.21%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.37%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**8.83%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**33.21%**
Sub-total Study Area	**68.9%**	**97.6%**	**99.2%**	**94.7%**	**90.5%**	**92.3%**	**43.3%**	**97.9%**	**93.2%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**22.7%**	**76.4%**	**56.3%**	**62.2%**	*0.0%*	**57.7%**	**33.0%**	**21.3%**	**71.1%**	**41.6%**
Outside Study Area																								
Amersham Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.75%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	0.00%	0.00%		0.00%	5.69%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	47.26%	0.00%	0.00%	0.00%		0.00%	26.20%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.83%	0.00%	0.00%	0.00%	9.49%	3.59%	4.62%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.50%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%		0.00%	6.20%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.73%	0.00%	0.78%	3.01%	0.00%	0.00%	0.00%	0.00%	6.83%	2.71%	0.00%	1.51%	3.10%	0.00%	0.00%	1.62%	6.83%	9.20%		11.36%	1.38%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	7.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	6.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatterssway Retail Park, Chaul End Lane, Luton	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.92%	19.39%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	3.18%	0.00%	1.69%	0.00%	0.00%	9.68%		0.00%	0.00%	7.53%	0.00%	10.42%
Marlow Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.39%	0.00%	0.00%	0.00%		0.00%	3.31%	58.71%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	4.02%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	5.59%
Roebuck Retail Park, London Road, Stevenage	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	1.91%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	2.39%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.70%	2.33%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	2.39%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		16.89%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.03%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	5.15%	0.00%	0.00%	0.00%	0.00%	0.00%	34.81%	0.00%	0.00%	0.00%	0.00%	0.00%	3.71%	0.00%	0.00%	8.52%	17.61%	8.12%		0.00%	0.00%	0.00%	5.14%	39.07%
Others, outside study area	3.69%	1.01%	0.00%	2.26%	0.00%	1.71%	2.43%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	9.15%	2.36%	0.00%	5.66%	3.34%		4.10%	3.38%	8.44%	11.11%	1.36%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**31.1%**	**2.4%**	**0.8%**	**5.3%**	**9.5%**	**7.7%**	**56.8%**	**2.1%**	**6.8%**	**25.7%**	**2.4%**	**5.2%**	**12.1%**	**9.2%**	**77.3%**	**23.6%**	**43.6%**	**37.9%**		**42.3%**	**67.0%**	**78.7%**	**28.9%**	**58.4%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 16: Recreation goods expenditure

Destination	Total Recrtn (£m)	Watford BC Zone 1 Recrtn (£m)	Watford BC Zone 2 Recrtn (£m)	Hertsmere BC Zone 3 Recrtn (£m)	Hertsmere BC Zone 4 Recrtn (£m)	Hertsmere BC Zone 5 Recrtn (£m)	Hertsmere BC Zone 6 Recrtn (£m)	Three Rivers DC Zone 7 Recrtn (£m)	Three Rivers DC Zone 8 Recrtn (£m)	Three Rivers DC Zone 9 Recrtn (£m)	Three Rivers DC Zone 10 Recrtn (£m)	Dacorum BC Zone 11 Recrtn (£m)	Dacorum BC Zone 12 Recrtn (£m)	Dacorum BC Zone 13 Recrtn (£m)	Dacorum BC Zone 14 Recrtn (£m)	St Albans DC Zone 18 Recrtn (£m)	St Albans DC Zone 19 Recrtn (£m)	St Albans DC Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£4.4**	£0.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.3	£0.0	***£4.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£22.0**	£6.5	£2.5	£1.2	£0.7	£0.0	£0.0	£1.2	£0.7	£0.5	£0.7	£1.7	£0.4	£0.0	£0.0	£3.5	£0.0	£0.0	***£19.4***	£0.0	£0.0	£0.0	£2.6	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£8.5**	£0.5	£0.6	£1.2	£0.3	£0.0	£0.2	£1.0	£2.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£6.9***	£1.6	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£90.5**	£14.0	£14.7	£5.2	£2.8	£4.9	£0.3	£7.9	£8.2	£2.6	£6.2	£0.8	£0.3	£2.2	£0.3	£2.3	£0.0	£0.6	***£73.4***	£8.8	£1.2	£0.0	£7.1	£0.0
Others, Zone 1	**£3.0**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£2.1	£0.0	£0.0	£0.0	£0.0
Sub-total	**£128.5**	**£21.6**	**£18.0**	**£7.7**	**£3.8**	**£4.9**	**£0.6**	**£10.5**	**£11.7**	**£3.4**	**£7.1**	**£2.5**	**£0.6**	**£2.2**	**£0.3**	**£9.2**	**£0.3**	**£0.6**	***£105.0***	**£12.5**	**£1.2**	**£0.0**	**£9.7**	**£0.0**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.5**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.8**	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.1**	**£0.5**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.8**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£8.1**	£0.0	£0.1	£0.0	£0.3	£5.3	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£6.9***	£0.0	£0.0	£0.0	£1.3	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.7**	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£1.3	£0.0
Sub-total	**£11.9**	**£0.0**	**£0.1**	**£0.2**	**£0.3**	**£7.1**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£9.3***	**£0.0**	**£0.0**	**£0.0**	**£2.6**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	***£2.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.6	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£38.6**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.0	£20.5	£5.6	£3.0	£0.7	£0.0	£0.6	£0.4	***£34.0***	£0.0	£4.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5	£6.7	£0.0	£0.0	£0.0	£0.0	£0.5	***£9.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£48.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.7**	**£0.2**	**£2.3**	**£22.8**	**£12.3**	**£3.0**	**£0.7**	**£0.0**	**£0.6**	**£0.9**	***£43.9***	**£0.0**	**£4.6**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£7.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£5.7	£0.1	£0.0	£0.0	£0.0	***£6.5***	£0.0	£0.8	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£5.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£6.5***	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.8	£0.9	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.8**	**£0.9**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£1.5	***£4.3***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.7**	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.1	£13.0	£5.4	£1.7	***£21.3***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.3**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£1.5**	**£0.0**	**£0.1**	**£15.8**	**£5.6**	**£3.2**	***£27.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£5.2**	£0.0	£0.0	£0.0	£0.5	£0.3	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.5	***£3.4***	£0.0	£0.0	£0.0	£1.8	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.9**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.3**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.5**	***£4.1***	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£3.0	***£4.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£3.0**	***£4.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£248.9**	**£21.6**	**£18.4**	**£8.3**	**£5.6**	**£12.7**	**£4.2**	**£11.0**	**£12.9**	**£6.3**	**£10.9**	**£25.3**	**£15.4**	**£10.9**	**£1.5**	**£30.0**	**£8.7**	**£8.3**	***£211.9***	**£14.1**	**£7.5**	**£0.9**	**£14.1**	**£0.4**
Sub Total | Watford District	**£128.8**	£21.6	£18.0	£7.7	£3.8	£4.9	£0.6	£10.5	£11.7	£3.4	£7.4	£2.5	£0.6	£2.2	£0.3	£9.2	£0.3	£0.6	***£105.3***	£12.5	£1.2	£0.0	£9.7	£0.0
Sub Total | Hertsmere District	**£18.7**	£0.0	£0.3	£0.6	£1.2	£7.1	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.2	£0.0	***£16.1***	£0.0	£0.0	£0.0	£2.6	£0.0
Sub Total | Three Rivers Borough	**£6.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£2.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.5***	£1.6	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£58.2**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.3	£22.8	£13.3	£8.7	£1.1	£0.0	£0.6	£0.9	***£51.0***	£0.0	£6.3	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£37.2**	£0.0	£0.0	£0.0	£0.6	£0.7	£1.5	£0.0	£0.0	£0.0	£0.3	£0.0	£1.5	£0.0	£0.1	£18.0	£5.6	£6.7	***£35.1***	£0.0	£0.0	£0.0	£1.8	£0.4

Destination	Total Recrtn (£m)	Zone 1 Recrtn (£m)	Zone 2 Recrtn (£m)	Zone 3 Recrtn (£m)	Zone 4 Recrtn (£m)	Zone 5 Recrtn (£m)	Zone 6 Recrtn (£m)	Zone 7 Recrtn (£m)	Zone 8 Recrtn (£m)	Zone 9 Recrtn (£m)	Zone 10 Recrtn (£m)	Zone 11 Recrtn (£m)	Zone 12 Recrtn (£m)	Zone 13 Recrtn (£m)	Zone 14 Recrtn (£m)	Zone 18 Recrtn (£m)	Zone 19 Recrtn (£m)	Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£27.3**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£6.2	£0.0	£0.0	£20.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£22.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£22.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£51.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£28.6**	**£0.0**	**£0.0**	**£22.0**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£3.6	£0.0	£0.3
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£5.4	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.6**	**£9.0**	**£0.0**	**£0.3**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£1.4
Edgware District Centre	**£4.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.0**	**£0.0**	**£6.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	***£1.4***	£0.0	£0.0	£0.0	£0.0	£8.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£1.4**	***£2.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.3**
Sub-total Study Area	**£331.6**	**£21.6**	**£18.6**	**£8.3**	**£5.6**	**£12.9**	**£4.4**	**£11.2**	**£13.2**	**£6.3**	**£10.9**	**£25.3**	**£15.4**	**£10.9**	**£1.7**	**£31.7**	**£8.7**	**£9.7**	***£216.3***	**£42.7**	**£9.8**	**£9.9**	**£42.6**	**£10.4**
Outside Study Area																								
Amersham Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.9***	£0.0	£1.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£11.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	***£3.4***	£0.0	£7.7	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£8.1**	£0.0	£0.0	£0.0	£0.6	£0.5	£0.5	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£6.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£14.5**	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£0.4	£0.5	£0.0	£0.0	£0.7	£1.1	£1.4	***£5.7***	£8.4	£0.4	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£1.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.6	£5.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.1	£0.0	£0.0	£1.5	***£2.8***	£0.0	£0.0	£3.5	£0.0	£2.6
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£29.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	***£1.6***	£0.0	£1.0	£27.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.9	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.4
Roebuck Retail Park, London Road, Stevenage	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.4	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£13.7**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£12.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£24.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£3.5	£2.7	£1.3	***£11.7***	£0.0	£0.0	£0.0	£3.1	£9.7
Others, outside study area	**£18.8**	£0.2	£0.0	£0.2	£0.0	£0.2	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	£0.9	£0.5	***£3.9***	£3.0	£1.0	£3.9	£6.7	£0.3
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£164.6**	**£0.5**	**£0.1**	**£0.5**	**£0.6**	**£1.1**	**£5.8**	**£0.2**	**£1.0**	**£2.2**	**£0.3**	**£1.4**	**£2.1**	**£1.1**	**£5.6**	**£9.8**	**£6.8**	**£5.9**	***£44.9***	**£31.3**	**£19.8**	**£36.7**	**£17.3**	**£14.6**
Total (rounded)	**£496.2**	**£22.1**	**£18.7**	**£8.8**	**£6.2**	**£14.0**	**£10.3**	**£11.5**	**£14.2**	**£8.4**	**£11.1**	**£26.7**	**£17.5**	**£12.0**	**£7.3**	**£41.4**	**£15.5**	**£15.5**	***£261.2***	**£74.0**	**£29.6**	**£46.6**	**£59.9**	**£24.9**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
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Table 17: Chemist goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	Inner Study Area	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.60%	7.82%	1.07%	6.10%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.03%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	11.23%	80.11%	82.76%	41.16%	3.74%	1.77%	0.00%	29.36%	49.29%	10.31%	13.52%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%		3.82%	0.00%	0.00%	1.89%	0.00%
Others, Zone 1	0.28%	3.29%	1.07%	0.00%	0.00%	0.00%	0.00%	2.58%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.14%**	**91.22%**	**84.90%**	**48.00%**	**3.74%**	**1.77%**	**0.00%**	**34.52%**	**49.89%**	**10.31%**	**14.48%**	**0.00%**	**0.67%**	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.82%**	**0.00%**	**0.00%**	**1.89%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.15%	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.02%	0.00%	0.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.96%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.82%	3.67%	0.00%	42.84%	0.00%	0.91%	0.00%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.11%**	**3.67%**	**0.00%**	**42.84%**	**0.00%**	**0.91%**	**0.00%**	**0.62%**	**10.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.53%	0.00%	0.00%	0.77%	45.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.18%	0.00%	0.00%	0.00%	17.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**0.00%**	**0.77%**	**62.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	2.29%	0.00%	0.00%	4.59%	13.89%	68.18%	1.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.35%	0.00%	0.00%	0.00%	2.10%	11.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.13%	0.00%	0.00%	0.00%	0.71%	4.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.77%**	**0.00%**	**0.00%**	**4.59%**	**16.70%**	**84.61%**	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.30%	0.00%	0.00%	0.00%	0.00%	1.47%	67.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	4.25%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	1.11%	0.00%
Others, Zone 6	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.14%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**72.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**16.08%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.33%	1.08%	0.00%	0.00%	0.00%	0.00%	0.00%	10.91%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	2.27%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	47.52%	2.37%	46.42%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.04%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.63%**	**1.08%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**58.43%**	**2.94%**	**48.43%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	18.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.77%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.34%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.74%**	**0.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**29.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**5.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.00%	33.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.73%**	**0.00%**	**0.66%**	**0.00%**	**33.67%**	**0.00%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.89%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	52.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	9.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	2.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.24%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.17%**	**64.48%**	**2.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	6.43%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%	0.88%	7.03%	83.00%	51.34%	0.88%	1.68%	1.02%	0.00%	0.00%		0.00%	1.53%	0.78%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.68%	5.60%	1.86%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	6.48%	3.26%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.40%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**0.60%**	**0.88%**	**12.71%**	**95.08%**	**56.46%**	**0.88%**	**1.68%**	**1.75%**	**0.00%**	**0.00%**		**0.00%**	**1.53%**	**0.78%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	16.03%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.75%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.01%**	**0.00%**	**17.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.75%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	2.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	1.63%	95.59%	26.23%	0.00%	0.00%	0.00%		0.00%	6.13%	1.79%	0.00%	0.00%
Others, Zone 13	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	1.32%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.91%**	**2.33%**	**96.91%**	**26.23%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.13%**	**1.79%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	64.28%	0.00%	0.00%	0.00%		0.00%	13.19%	0.00%	0.00%	0.00%
Others, Zone 14	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%		0.00%	3.94%	0.00%	0.00%	0.00%
Sub-total	**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**66.39%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.13%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	6.19%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.57%	0.00%	1.01%	0.65%	3.03%	0.00%	0.00%	65.45%	25.31%	4.61%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	4.47%	1.98%	0.78%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.78%**	**0.00%**	**0.00%**	**0.00%**	**0.94%**	**0.00%**	**0.00%**	**0.00%**	**0.57%**	**0.00%**	**1.01%**	**0.65%**	**5.78%**	**0.00%**	**0.00%**	**70.69%**	**27.29%**	**5.39%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	1.58%	0.00%	2.82%	0.00%	14.23%	2.94%	4.86%	0.00%	0.00%	0.00%	2.02%	0.00%	0.67%	0.00%	0.00%	4.79%	18.66%	0.00%		0.00%	1.07%	0.00%	0.79%	0.00%
Cuffley Village Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.76%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.65%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.10%**	**0.00%**	**2.82%**	**0.00%**	**14.23%**	**2.94%**	**4.86%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**0.67%**	**0.00%**	**0.00%**	**4.79%**	**36.07%**	**0.00%**		**0.00%**	**1.07%**	**0.00%**	**0.79%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%		0.00%	0.00%	0.00%	0.00%	0.56%
Harpenden Town Centre	4.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%	0.00%	11.49%	0.00%	87.15%		0.00%	0.00%	1.04%	0.00%	4.23%
Sub-total	**4.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.36%**	**0.00%**	**0.00%**	**11.49%**	**0.00%**	**92.27%**		**0.00%**	**0.00%**	**1.04%**	**0.00%**	**4.79%**
Total | Inner Study Area	**51.0%**	**96.5%**	**92.5%**	**96.2%**	**98.6%**	**93.4%**	**79.1%**	**95.5%**	**94.0%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**98.5%**	**94.3%**	**90.2%**	**79.4%**	**97.7%**		**12.6%**	**25.9%**	**4.4%**	**4.6%**	**4.8%**
Sub Total | Watford District	12.3%	91.2%	88.1%	48.0%	3.7%	1.8%	0.0%	34.5%	49.9%	10.3%	15.4%	0.0%	1.4%	0.7%	0.0%	0.0%	0.0%	0.0%		3.8%	0.0%	0.0%	1.9%	0.0%
Sub Total | Hertsmere District	6.5%	3.7%	0.0%	48.2%	79.7%	87.0%	74.2%	0.6%	10.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.5%	16.1%	0.0%		0.0%	0.0%	0.0%	1.9%	0.0%
Sub Total | Three Rivers Borough	6.2%	1.6%	1.1%	0.0%	0.0%	1.7%	0.0%	59.7%	32.7%	83.3%	65.5%	2.7%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%		8.8%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.9%	13.7%	96.0%	76.2%	97.8%	94.3%	1.8%	0.0%	0.0%		0.0%	24.8%	3.3%	0.0%	0.0%
Sub Total | St Albans City & District	13.5%	0.0%	2.8%	0.0%	15.2%	2.9%	4.9%	0.0%	0.6%	0.0%	3.0%	0.7%	7.8%	0.0%	0.0%	87.0%	63.4%	97.7%		0.0%	1.1%	1.0%	0.8%	4.8%

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	*Inner Study Area*	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.77%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	2.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.33%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	7.04%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		24.78%	0.00%	0.00%	20.22%	0.00%
Hatch End Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.25%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	3.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.95%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		9.99%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.89%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**76.53%**	**0.00%**	**0.00%**	**20.22%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.64%	0.00%	0.00%	0.00%		0.00%	45.88%	0.00%	0.00%	0.00%
Others, Zone 16	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.30%	0.00%	0.00%	0.00%
Sub-total	**1.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.66%**	**0.64%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**47.18%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	20.43%	0.00%	0.56%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	4.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.00%		0.00%	1.84%	46.17%	0.00%	0.00%
Others, Zone 17	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	11.08%	0.00%	0.00%
Sub-total	**6.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.84%**	**77.68%**	**0.00%**	**0.56%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	3.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Edgware District Centre	3.26%	0.00%	0.00%	2.25%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Stanmore District Centre	1.70%	0.00%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.29%	0.00%
Wealdstone Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.51%**	**0.00%**	**0.00%**	**2.25%**	**0.00%**	**1.78%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**51.52%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.09%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.09%**
Sub-total Study Area	**83.4%**	**96.5%**	**92.5%**	**99.2%**	**98.6%**	**95.2%**	**80.7%**	**95.5%**	**98.2%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**100.0%**	**94.9%**	**90.2%**	**79.4%**	**97.7%**		**89.2%**	**74.9%**	**82.0%**	**76.3%**	**8.4%**
Outside Study Area																								
Amersham Town Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%		0.00%	1.84%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.39%	0.00%	0.00%	0.00%		0.00%	16.92%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.70%	0.00%	0.53%	0.00%	0.00%	2.38%	0.00%	0.00%	0.57%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.05%	0.00%	5.93%	0.00%	0.00%	1.21%	0.00%	0.66%	0.00%	3.47%	0.00%	0.00%	7.76%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	8.71%	4.14%	0.00%
Chalfont St. Giles Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Colindale Local Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.62%	0.00%
Gerrards Cross Town Centre	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.78%	9.35%	0.00%		0.00%	0.00%	0.00%	3.26%	25.82%
Hatterswaay Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.12%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.02%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.44%	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.93%	0.00%	0.00%	1.02%	0.00%	0.00%		0.00%	0.00%	1.04%	0.00%	19.40%
Marlow Town Centre	0.14%	0.00%	0.00%	0.00%	0.71%	0.00%	8.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	1.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.43%	0.00%
Milton Keynes Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	4.14%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Roebuck Retail Park, London Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	1.21%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.95%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.51%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.87%	0.00%	0.00%	0.00%	0.00%	0.00%	9.91%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	5.57%	2.34%		0.00%	0.00%	0.00%	0.00%	37.62%
Others, outside study area	2.07%	1.29%	0.51%	0.77%	0.71%	0.00%	0.00%	0.62%	0.00%	0.88%	0.96%	0.00%	2.49%	0.00%	0.64%	0.00%	2.85%	0.00%		4.55%	3.15%	4.07%	1.93%	4.54%
Abroad	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**16.6%**	**3.5%**	**7.5%**	**0.8%**	**1.4%**	**4.8%**	**19.3%**	**4.5%**	**1.7%**	**5.5%**	**2.3%**	**0.7%**	**11.2%**	**0.0%**	**5.1%**	**9.8%**	**20.6%**	**2.3%**		**10.9%**	**25.1%**	**18.0%**	**23.7%**	**91.6%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Watford BC Zone 1 Chemist (£m)	Watford BC Zone 2 Chemist (£m)	Hertsmere BC Zone 3 Chemist (£m)	Hertsmere BC Zone 4 Chemist (£m)	Hertsmere BC Zone 5 Chemist (£m)	Hertsmere BC Zone 6 Chemist (£m)	Three Rivers DC Zone 7 Chemist (£m)	Three Rivers DC Zone 8 Chemist (£m)	Three Rivers DC Zone 9 Chemist (£m)	Three Rivers DC Zone 10 Chemist (£m)	Dacorum BC Zone 11 Chemist (£m)	Dacorum BC Zone 12 Chemist (£m)	Dacorum BC Zone 13 Chemist (£m)	Dacorum BC Zone 14 Chemist (£m)	St Albans DC Zone 18 Chemist (£m)	St Albans DC Zone 19 Chemist (£m)	St Albans DC Zone 21 Chemist (£m)	Inner Study Area	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£1.0**	£0.6	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£17.7**	£6.3	£4.9	£1.2	£0.1	£0.1	£0.0	£1.1	£2.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£16.5***	£0.8	£0.0	£0.0	£0.4	£0.0
Others, Zone 1	**£0.4**	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.2**	**£7.2**	**£5.0**	**£1.4**	**£0.1**	**£0.1**	**£0.0**	**£1.3**	**£2.0**	**£0.3**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£18.0***	**£0.8**	**£0.0**	**£0.0**	**£0.4**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.6**	£0.3	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.3**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£3.7**	£0.0	£0.0	£0.1	£0.3	£3.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.6***	£0.0	£0.0	£0.0	£0.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.5**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£4.3***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.7***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.2	£0.0
Others, Zone 6	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	***£3.4***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.5**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.3***	£0.7	£0.0	£0.0	£0.0	£0.0	
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.1**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.9***	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£1.2	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0	
Elstree Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0	
Kimgs Langley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	
Others, Zone 10	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£9.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£6.3	£2.5	£0.0	£0.0	£0.1	£0.0	£0.0	***£9.4***	£0.0	£0.1	£0.1	£0.0	£0.0	
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0	
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sub-total	**£11.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£7.3**	**£2.7**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£10.9***	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	
Others, Zone 12	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.1	£0.0	£0.0	
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.8	£0.6	£0.0	£0.0	£0.0	***£4.5***	£0.0	£0.4	£0.2	£0.0	£0.0	
Others, Zone 13	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£3.8**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	***£4.6***	**£0.0**	**£0.4**	**£0.2**	**£0.0**	**£0.0**	
**Zone 14	Tring**																							
Tring Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.8	£0.0	£0.0	£0.0	
Others, Zone 14	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0	
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	***£1.5***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£10.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£8.6	£1.3	£0.2	***£10.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£9.3**	**£1.4**	**£0.3**	***£11.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.6**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.9	£0.0	***£2.4***	£0.0	£0.1	£0.0	£0.2	£0.0	
Cuffley Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0	
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sub-total	**£3.5**	**£0.0**	**£0.2**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£1.8**	**£0.0**	***£3.3***	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.5	£0.0	£4.4	***£6.0***	£0.0	£0.0	£0.1	£0.0	£0.3	
Sub-total	**£6.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£4.7**	***£6.2***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	
Total | Inner Study Area	**£83.1**	**£7.6**	**£5.4**	**£2.9**	**£2.0**	**£4.1**	**£2.8**	**£3.7**	**£3.8**	**£2.7**	**£3.4**	**£7.6**	**£4.3**	**£3.9**	**£2.1**	**£11.9**	**£4.0**	**£4.9**	***£77.1***	**£2.7**	**£1.5**	**£0.5**	**£0.9**	**£0.3**	
Sub Total | Watford District	**£19.5**	£7.2	£5.2	£1.4	£0.1	£0.1	£0.0	£1.3	£2.0	£0.3	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£18.3***	£0.8	£0.0	£0.0	£0.4	£0.0	
Sub Total | Hertsmere District	**£11.6**	£0.3	£0.0	£1.4	£1.6	£3.8	£2.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	***£11.2***	£0.0	£0.0	£0.0	£0.4	£0.0	
Sub Total | Three Rivers Borough	**£10.8**	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£2.3	£1.3	£2.4	£2.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.9***	£1.9	£0.0	£0.0	£0.0	£0.0	
Sub Total | Dacorum District	**£19.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£7.3	£3.7	£3.9	£2.1	£0.2	£0.0	£0.0	***£17.8***	£0.0	£1.5	£0.4	£0.0	£0.0	
Sub Total | St Albans City & District	**£21.5**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£11.4	£3.2	£4.9	***£20.9***	£0.0	£0.1	£0.1	£0.2	£0.3	

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)	Zone 14 Chemist (£m)	Zone 18 Chemist (£m)	Zone 19 Chemist (£m)	Zone 21 Chemist (£m)	Inner Study Area	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.3	£0.0	£0.0	£4.2	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.7	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£20.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£16.4**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£2.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£2.8**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.5	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£5.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£5.8	£0.0	£0.0
Others, Zone 17	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.4	£0.0	£0.0
Sub-total	**£9.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.1**	**£9.7**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£4.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Edgware District Centre	**£4.2**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Wealdstone Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.4	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.8**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Sub-total Study Area	**£127.5**	**£7.6**	**£5.4**	**£3.0**	**£2.0**	**£4.2**	**£2.8**	**£3.7**	**£4.0**	**£2.7**	**£3.4**	**£7.6**	**£4.3**	**£4.0**	**£2.1**	**£11.9**	**£4.0**	**£4.9**	***£77.6***	**£19.1**	**£4.4**	**£10.2**	**£15.7**	**£0.6**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.7	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.9**	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£1.1	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.2	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.3	£0.0
Gerrards Cross Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.5	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.7	£1.7
Hattersway Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.8**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.1	£0.0	£1.3
Marlow Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.7	£0.0
Milton Keynes Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.5	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.1
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.1	***£1.2***	£0.0	£0.0	£0.0	£0.0	£2.5
Others, outside study area	**£2.9**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.5***	£1.0	£0.2	£0.5	£0.4	£0.3
Abroad	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£22.2**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.2**	**£0.7**	**£0.2**	**£0.1**	**£0.2**	**£0.1**	**£0.1**	**£0.5**	**£0.0**	**£0.1**	**£1.3**	**£1.0**	**£0.1**	***£5.3***	**£2.3**	**£1.5**	**£2.2**	**£4.9**	**£6.0**
Total (rounded)	**£149.7**	**£7.9**	**£5.9**	**£3.0**	**£2.0**	**£4.4**	**£3.5**	**£3.9**	**£4.1**	**£2.9**	**£3.4**	**£7.6**	**£4.9**	**£4.0**	**£2.2**	**£13.1**	**£5.0**	**£5.1**	***£82.8***	**£21.4**	**£5.9**	**£12.5**	**£20.6**	**£6.6**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 19: Large electrical goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination *Study Area*	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.66%	2.65%	3.75%	2.53%	5.96%	1.42%	0.00%	2.17%	0.81%	4.87%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.67%	8.83%	7.53%	10.38%	2.32%	0.00%	1.05%	1.48%	3.15%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		2.83%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	5.50%	36.58%	15.55%	16.50%	6.44%	8.92%	1.05%	11.69%	16.02%	15.63%	1.66%	0.00%	1.84%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	0.00%	6.07%	0.00%
Watford Town Centre	25.20%	50.13%	54.55%	66.94%	38.18%	27.82%	1.46%	66.47%	67.07%	34.57%	31.75%	15.94%	9.70%	26.57%	8.93%	15.58%	2.53%	1.61%		30.14%	8.59%	0.00%	32.16%	0.00%
Others, Zone 1	0.46%	1.06%	0.90%	0.00%	0.00%	0.00%	0.00%	2.96%	2.61%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Sub-total	**33.49%**	**99.24%**	**82.28%**	**96.34%**	**52.90%**	**38.15%**	**3.56%**	**84.78%**	**89.66%**	**58.17%**	**33.41%**	**15.94%**	**11.54%**	**26.57%**	**8.93%**	**20.04%**	**2.53%**	**1.61%**		**34.16%**	**8.59%**	**0.00%**	**38.23%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.09%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**0.00%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.18%	0.00%	0.00%	1.20%	13.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.51%	0.00%	0.00%	1.26%	6.77%	1.49%	0.00%	1.06%	2.38%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.65%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**2.46%**	**20.32%**	**1.49%**	**0.00%**	**1.06%**	**2.38%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.65%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.29%	0.00%	0.00%	1.20%	10.04%	23.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.12%	0.00%	0.00%	0.00%	0.00%	2.90%	2.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.52%	0.00%	0.00%	0.00%	0.00%	10.24%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.93%**	**0.00%**	**0.00%**	**1.20%**	**10.04%**	**36.87%**	**3.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.35%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	20.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.32%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.89%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.32%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.06%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**8.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.77%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	28.51%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	1.19%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**1.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**0.00%**	**29.70%**	**1.19%**	**1.14%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	9.35%	20.11%	16.07%	11.68%	1.51%	7.50%	0.00%	2.26%		0.00%	4.44%	1.20%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	4.80%	21.40%	59.84%	62.65%	29.50%	10.88%	1.53%	0.00%	1.61%		0.00%	17.82%	0.00%	0.00%	0.00%
Others, Zone 11	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.80%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**6.13%**	**30.75%**	**81.62%**	**78.72%**	**41.18%**	**12.39%**	**9.03%**	**0.00%**	**3.87%**		**0.00%**	**22.26%**	**1.20%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.29%	4.32%	0.00%	0.00%	0.00%		0.00%	1.56%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.29%**	**4.32%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.56%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.36%	0.00%	0.00%	0.00%		0.00%	2.96%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.96%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.57%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.35%	0.00%	1.27%	0.00%	1.62%	3.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.21%	19.39%	6.61%		0.00%	0.00%	0.00%	0.00%	0.99%
Others, Zone 18	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.89%**	**0.00%**	**1.27%**	**0.00%**	**1.62%**	**3.40%**	**1.46%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**26.78%**	**20.63%**	**8.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.33%	0.00%	0.95%	0.00%	3.13%	0.00%	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	3.70%	2.26%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.43%**	**0.00%**	**0.95%**	**0.00%**	**3.13%**	**0.00%**	**2.10%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**1.46%**	**3.70%**	**2.26%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.00%	6.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.48%**	**0.00%**	**8.38%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**87.3%**	**100.0%**	**88.0%**	**79.9%**	**33.6%**	**90.2%**	**92.0%**	**79.8%**	**95.0%**	**98.8%**	**92.5%**	**87.9%**	**35.5%**	**59.8%**	**30.2%**	**24.4%**		**35.8%**	**35.4%**	**1.2%**	**42.6%**	**1.0%**
Sub Total | Watford District	33.6%	99.2%	83.2%	96.3%	52.9%	38.1%	3.6%	85.9%	89.7%	58.2%	34.6%	15.9%	11.5%	26.6%	8.9%	20.0%	2.5%	1.6%		34.2%	8.6%	0.0%	38.2%	0.0%
Sub Total | Hertsmere District	3.1%	0.0%	0.0%	3.7%	30.4%	38.4%	26.5%	1.1%	2.4%	1.8%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	3.3%	0.0%		1.7%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	1.1%	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	13.7%	29.7%	1.2%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	6.1%	30.7%	81.6%	78.7%	58.5%	26.6%	9.0%	0.0%	3.9%		0.0%	26.8%	1.2%	0.0%	0.0%
Sub Total | St Albans City & District	3.7%	0.0%	2.2%	0.0%	4.7%	3.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	30.7%	24.3%	18.9%		0.0%	0.0%	0.0%	0.0%	1.0%

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.78%	0.00%	0.00%	18.76%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.23%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.42%**	**0.00%**	**0.00%**	**7.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**24.19%**	**0.00%**	**0.00%**	**18.76%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.53%	0.00%	0.00%	1.84%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	10.51%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.53%**	**0.00%**	**0.00%**	**1.84%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**10.51%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	9.28%	0.00%	5.06%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	6.15%	0.00%	0.00%
Others, Zone 17	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.53%	0.00%	0.00%
Sub-total	**2.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.07%**	**18.97%**	**0.00%**	**5.06%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.27%	0.00%	0.00%	0.00%	0.00%	1.42%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Edgware District Centre	0.74%	0.00%	0.90%	0.00%	0.00%	7.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stanmore District Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Wealdstone Local Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.44%**	**0.00%**	**0.90%**	**0.00%**	**0.00%**	**8.49%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.90%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%		0.00%	0.00%	0.00%	0.00%	8.17%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.22%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.16%**
Sub-total Study Area	**63.8%**	**100.0%**	**88.2%**	**100.0%**	**88.0%**	**89.8%**	**34.7%**	**90.2%**	**99.2%**	**82.3%**	**95.0%**	**98.8%**	**94.4%**	**87.9%**	**37.0%**	**59.8%**	**30.2%**	**27.6%**		**60.0%**	**47.9%**	**20.2%**	**68.2%**	**15.2%**
Outside Study Area																								
Amersham Town Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	9.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.75%	1.46%	0.00%	0.00%		0.00%	14.93%	2.73%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	3.54%	0.00%	0.00%	0.00%	2.38%	4.39%	2.09%	0.00%	0.00%	0.00%	1.66%	0.00%	0.00%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	1.20%	18.61%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.63%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.92%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	1.33%	1.66%	0.00%	0.00%	1.64%	2.02%	6.04%	2.59%	0.00%		5.20%	1.56%	0.00%	2.62%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	26.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.09%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	13.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	11.26%	1.69%		0.00%	0.00%	0.00%	0.00%	6.05%
Hattersway Retail Park, Chaul End Lane, Luton	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.05%	0.00%	6.66%		0.00%	0.00%	0.00%	0.00%	6.84%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	2.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.38%	0.81%	8.60%	1.66%	0.00%	0.00%	4.82%	4.46%	0.00%	0.00%	0.00%		9.84%	12.06%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Ikea, Drury Way, North Circular Road, Wembley	0.44%	0.00%	11.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	1.18%	0.00%	2.48%	0.00%	4.42%		0.00%	0.00%	5.47%	0.00%	8.91%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	26.26%	0.00%	0.00%	0.00%		0.00%	6.59%	60.35%	0.00%	0.99%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.14%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.97%
Others, Aylesbury	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	1.20%	0.00%	0.00%
Others, Enfield	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.48%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.07%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	9.17%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.69%	0.00%		0.00%	0.00%	0.00%	0.00%	1.67%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.13%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	6.81%	0.00%	0.00%	0.00%	4.81%	1.42%	17.69%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	21.11%	37.85%	57.90%		0.00%	0.00%	0.00%	0.00%	36.69%
Others, outside study area	4.12%	0.00%	0.00%	0.00%	0.00%	0.00%	4.24%	0.00%	0.00%	6.49%	0.00%	1.25%	2.28%	1.64%	9.49%	0.00%	4.19%	0.00%		2.83%	0.00%	7.75%	10.53%	11.51%
Abroad	0.19%	0.00%	0.00%	0.00%	4.80%	1.42%	0.00%	4.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**36.2%**	**0.0%**	**11.8%**	**0.0%**	**12.0%**	**10.2%**	**65.3%**	**9.8%**	**0.8%**	**17.7%**	**5.0%**	**1.3%**	**5.6%**	**12.2%**	**63.0%**	**40.2%**	**69.8%**	**72.4%**		**40.0%**	**52.1%**	**79.8%**	**31.8%**	**84.8%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 20: Large electrical goods expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination *Study Area*	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)	Zone 18 Electrical (£m)	Zone 19 Electrical (£m)	Zone 21 Electrical (£m)	*Inner Study Area*	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£2.3**	£0.4	£0.5	£0.1	£0.3	£0.1	£0.0	£0.2	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£5.9**	£1.3	£1.0	£0.6	£0.1	£0.0	£0.1	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£4.0***	£1.9	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£17.7**	£5.5	£2.0	£1.0	£0.3	£0.9	£0.1	£0.9	£1.7	£0.9	£0.1	£0.0	£0.2	£0.0	£0.0	£0.4	£0.0	£0.0	***£13.9***	£0.0	£0.0	£0.0	£3.7	£0.0
Watford Town Centre	**£91.9**	£7.6	£7.0	£3.9	£1.6	£2.8	£0.1	£5.1	£6.9	£2.1	£2.2	£2.7	£1.1	£2.1	£0.4	£4.1	£0.3	£0.2	***£50.1***	£20.2	£1.9	£0.0	£19.8	£0.0
Others, Zone 1	**£1.7**	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.8	£0.0	£0.0	£0.0	£0.0
Sub-total	**£119.5**	**£15.0**	**£10.5**	**£5.7**	**£2.3**	**£3.8**	**£0.2**	**£6.5**	**£9.3**	**£3.5**	**£2.4**	**£2.7**	**£1.3**	**£2.1**	**£0.4**	**£5.3**	**£0.3**	**£0.2**	***£71.3***	**£22.8**	**£1.9**	**£0.0**	**£23.5**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.8**	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.0**	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.1**	**£0.9**	**£0.1**	**£0.0**	**£0.1**	**£0.2**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£4.7**	£0.0	£0.0	£0.1	£0.4	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.9***	£0.0	£0.0	£0.0	£1.9	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.1**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£3.7**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.4***	**£0.0**	**£0.0**	**£0.0**	**£2.7**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.2**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£2.5**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£10.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£3.4	£1.8	£0.9	£0.1	£2.0	£0.0	£0.2	***£9.2***	£0.0	£1.0	£0.4	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£26.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£1.5	£10.2	£7.0	£2.3	£0.5	£0.4	£0.0	£0.2	***£22.5***	£0.0	£3.9	£0.0	£0.0	£0.0
Others, Zone 11	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£37.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.4**	**£2.2**	**£13.9**	**£8.8**	**£3.2**	**£0.6**	**£2.4**	**£0.0**	**£0.4**	***£32.0***	**£0.0**	**£4.9**	**£0.4**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£1.6***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.6	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.2	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£8.8**	£0.0	£0.2	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£2.0	£0.7	***£8.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.9**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£7.1**	**£2.1**	**£0.8**	***£10.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.1**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.2	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.4**	**£0.4**	**£0.2**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.9**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£189.6**	**£15.2**	**£11.1**	**£5.9**	**£3.8**	**£7.9**	**£2.3**	**£6.9**	**£9.5**	**£4.7**	**£6.7**	**£16.8**	**£10.4**	**£6.9**	**£1.7**	**£15.8**	**£3.1**	**£2.5**	***£131.2***	**£23.9**	**£7.7**	**£0.4**	**£26.2**	**£0.2**
Sub Total | Watford District	**£119.8**	£15.0	£10.6	£5.7	£2.3	£3.8	£0.2	£6.5	£9.3	£3.5	£2.4	£2.7	£1.3	£2.1	£0.4	£5.3	£0.3	£0.2	***£71.5***	£22.8	£1.9	£0.0	£23.5	£0.0
Sub Total | Hertsmere District	**£11.8**	£0.0	£0.0	£0.2	£1.3	£3.8	£1.8	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	***£8.0***	£1.1	£0.0	£0.0	£2.7	£0.0
Sub Total | Three Rivers Borough	**£3.8**	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8	£2.1	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£3.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£40.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.2	£13.9	£8.8	£4.6	£1.2	£2.4	£0.0	£0.4	***£34.0***	£0.0	£5.9	£0.4	£0.0	£0.0
Sub Total | St Albans City & District	**£14.0**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£8.1	£2.5	£1.9	***£13.8***	£0.0	£0.0	£0.0	£0.0	£0.2

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)	Zone 18 Electrical (£m)	Zone 19 Electrical (£m)	Zone 21 Electrical (£m)	*Inner Study Area*	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£15.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.2	£0.0	£0.0	£11.5	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£12.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£28.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£16.2**	**£0.0**	**£0.0**	**£11.5**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£3.0	£0.0	£0.8
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£2.0	£0.0	£0.0
Others, Zone 17	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.1	£0.0	£0.0
Sub-total	**£7.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.5**	**£6.1**	**£0.0**	**£0.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.8	£0.0
Edgware District Centre	**£2.7**	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£1.9	£0.0
Stanmore District Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Wealdstone Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£1.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£235.3**	**£15.2**	**£11.2**	**£5.9**	**£3.8**	**£8.9**	**£2.4**	**£6.9**	**£10.2**	**£4.9**	**£6.7**	**£16.8**	**£10.6**	**£6.9**	**£1.7**	**£15.8**	**£3.1**	**£2.8**	***£133.9***	**£40.1**	**£10.5**	**£6.4**	**£41.9**	**£2.5**
Outside Study Area																								
Amersham Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£2.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.4	£0.0	£0.0	***£1.4***	£0.0	£3.3	£0.9	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£13.0**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.4	£11.4	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£7.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.1	£1.6	£0.3	£0.0	***£2.4***	£3.5	£0.3	£0.0	£1.6	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£3.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.2	£0.2	***£2.9***	£0.0	£0.0	£0.0	£0.0	£1.0
Hatterswaty Retail Park, Chaul End Lane, Luton	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.7	***£1.2***	£0.0	£0.0	£0.0	£0.0	£1.1
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£10.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.5	£0.1	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	***£1.6***	£6.6	£2.6	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£1.5**	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.7	£0.0	£0.5	***£1.3***	£0.0	£0.0	£1.7	£0.0	£1.5
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£22.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£0.0	***£1.4***	£0.0	£1.4	£19.3	£0.0	£0.2
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.3
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£0.4	£0.0	£0.0
Others, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.2	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Roebuck Retail Park, London Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.3
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£13.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£13.5	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£23.3**	£0.0	£0.0	£0.0	£0.2	£0.1	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.6	£3.9	£5.9	***£17.3***	£0.0	£0.0	£0.0	£0.0	£6.0
Others, outside study area	**£14.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.2	£0.3	£0.1	£0.4	£0.0	£0.4	£0.0	***£2.2***	£1.9	£0.0	£2.5	£6.5	£1.9
Abroad	**£0.7**	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£136.9**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£1.0**	**£4.5**	**£0.7**	**£0.1**	**£1.1**	**£0.4**	**£0.2**	**£0.6**	**£0.9**	**£2.9**	**£10.6**	**£7.3**	**£7.4**	***£39.8***	**£26.8**	**£11.4**	**£25.5**	**£19.5**	**£13.9**
Total (rounded)	**£372.2**	**£15.2**	**£12.8**	**£5.9**	**£4.3**	**£9.9**	**£6.9**	**£7.6**	**£10.3**	**£5.9**	**£7.0**	**£17.1**	**£11.2**	**£7.8**	**£4.7**	**£26.4**	**£10.4**	**£10.2**	***£173.7***	**£66.9**	**£21.9**	**£31.9**	**£61.4**	**£16.4**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 21: DIY goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21		Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)		DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	0.34%	0.60%	1.58%	1.61%	3.23%	0.00%	0.00%	1.63%	3.78%	1.48%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.29%	2.35%	7.82%	3.21%	0.00%	0.00%	0.00%	0.83%	0.77%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%		3.33%	0.00%	0.00%	1.32%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	12.21%	51.88%	50.77%	35.34%	25.97%	11.19%	0.00%	74.36%	60.15%	39.45%	9.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.43%	1.50%	0.00%	8.94%	0.00%
Watford Town Centre	5.21%	28.85%	31.46%	33.52%	21.50%	3.91%	0.00%	9.30%	22.15%	5.05%	5.58%	0.83%	0.00%	0.88%	0.79%	0.00%	0.00%	0.00%	2.98%	0.00%	0.00%	0.00%	0.00%
Others, Zone 1	0.05%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**19.10%**	**83.66%**	**91.63%**	**73.68%**	**50.69%**	**16.27%**	**0.00%**	**86.11%**	**86.84%**	**47.20%**	**17.11%**	**0.83%**	**0.00%**	**0.88%**	**0.79%**	**0.77%**	**0.00%**	**0.00%**	**11.73%**	**1.50%**	**0.00%**	**10.26%**	**0.00%**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.75%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.08%	0.00%	0.00%	1.57%	1.60%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**1.57%**	**1.60%**	**0.00%**	**0.00%**	**1.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.75%**	**0.00%**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.22%	0.00%	0.00%	5.01%	3.23%	0.00%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.34%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.88%	0.00%	0.00%	1.32%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**5.77%**	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.81%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	0.04%	0.00%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	1.62%	0.00%	0.00%	0.00%	13.89%	30.75%	8.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	3.76%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	1.11%	0.00%	0.00%	9.73%	13.41%	16.12%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.22%	0.00%	0.00%	0.00%	0.78%	7.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.94%**	**0.00%**	**0.00%**	**9.73%**	**28.08%**	**54.60%**	**10.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.33%**	**0.00%**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	0.96%	0.00%	0.00%	0.00%	0.00%	1.12%	26.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.52%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.12%**	**28.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.51%**	**0.00%**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.52%	1.02%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.46%	6.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Sub-total	**0.80%**	**6.62%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.31%**	**1.02%**	**3.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	25.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**25.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	0.23%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	9.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.39%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	9.38%	1.58%	0.78%	1.84%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.65%**	**0.60%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**1.74%**	**20.13%**	**1.58%**	**0.78%**	**1.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	3.42%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.13%	10.91%	38.08%	13.97%	12.02%	1.89%	0.00%	0.00%	2.31%	0.00%	5.88%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.67%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	1.74%	37.34%	47.83%	63.39%	26.05%	10.36%	1.08%	0.00%	1.93%	0.00%	4.06%	0.00%	0.00%	0.00%
Others, Zone 11	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	1.02%	4.88%	3.28%	11.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%
Sub-total	**10.83%**	**0.00%**	**2.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.90%**	**0.00%**	**4.79%**	**49.27%**	**90.78%**	**80.64%**	**49.51%**	**12.25%**	**1.08%**	**0.00%**	**4.24%**	**0.00%**	**9.95%**	**1.42%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	30.62%	3.81%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**30.62%**	**3.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																							
Tring Town Centre	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	48.13%	0.00%	0.00%	0.00%	0.00%	5.40%	2.03%	0.00%	0.00%
Others, Zone 14	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.78%	0.92%	6.68%	0.00%	0.00%	0.00%	0.00%	1.50%	1.02%	0.00%	0.00%
Sub-total	**1.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.78%**	**1.80%**	**54.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.90%**	**3.05%**	**0.00%**	**0.00%**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	4.67%	0.00%	1.55%	0.00%	1.91%	0.00%	8.12%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	35.97%	4.63%	22.06%	0.00%	0.00%	0.00%	0.00%	2.24%
St. Albans City Centre	7.13%	9.12%	0.00%	0.00%	6.74%	12.70%	4.62%	0.00%	0.00%	0.00%	3.50%	0.83%	2.74%	0.00%	0.00%	45.83%	26.39%	14.19%	0.00%	0.00%	0.00%	1.32%	2.27%
Others, Zone 18	0.62%	0.00%	0.79%	0.00%	0.00%	3.91%	4.90%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	11.81%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.42%**	**9.12%**	**2.34%**	**0.00%**	**8.66%**	**16.60%**	**17.63%**	**0.00%**	**0.73%**	**0.00%**	**4.52%**	**0.83%**	**2.74%**	**0.00%**	**0.00%**	**81.80%**	**42.83%**	**37.18%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**4.51%**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.20%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	2.26%	0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.10%	0.00%	0.00%	0.00%	1.09%	1.12%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.39%**	**0.00%**	**0.00%**	**1.07%**	**1.09%**	**1.12%**	**1.95%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**4.11%**	**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	5.13%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**5.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**97.4%**	**91.8%**	**96.5%**	**89.7%**	**58.0%**	**97.5%**	**95.3%**	**83.5%**	**93.2%**	**94.0%**	**85.8%**	**84.6%**	**71.7%**	**87.5%**	**54.1%**	**49.8%**	**12.6%**	**22.4%**	**4.5%**	**24.5%**	**4.5%**
Sub Total | Watford District	19.4%	83.7%	91.6%	75.2%	52.3%	16.3%	0.0%	87.7%	86.8%	47.2%	17.1%	0.8%	0.0%	0.9%	0.8%	0.8%	0.0%	0.0%	11.7%	1.5%	0.0%	12.0%	0.0%
Sub Total | Hertsmere District	4.6%	0.0%	0.0%	15.5%	34.5%	55.7%	38.4%	0.0%	0.8%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.7%	1.0%	0.9%	0.0%	0.0%	11.2%	0.0%
Sub Total | Three Rivers Borough	2.1%	7.2%	0.8%	0.0%	0.0%	0.0%	0.0%	7.9%	7.0%	30.1%	20.1%	1.6%	0.8%	1.8%	0.0%	1.5%	2.5%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.9%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	4.8%	50.3%	90.8%	82.2%	81.9%	70.9%	1.1%	0.0%	4.2%	0.0%	19.8%	4.5%	0.0%	0.0%
Sub Total | St Albans City & District	13.1%	9.1%	2.3%	1.1%	9.7%	17.7%	19.6%	0.0%	0.7%	0.0%	5.6%	0.8%	2.7%	0.0%	0.0%	83.3%	46.9%	44.6%	0.0%	0.0%	0.0%	1.3%	4.5%

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)	Zone 18 DIY (%)	Zone 19 DIY (%)	Zone 21 DIY (%)	*Inner Study Area*	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 20 (%)	Zone 22 (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	3.50%	0.00%	0.00%	4.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.02%	0.00%	0.00%	22.71%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.36%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.96%	7.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.84%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.38%**	**0.00%**	**0.00%**	**4.21%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.96%**	**7.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	***0.00%***	**19.22%**	**0.00%**	**0.00%**	**22.71%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	28.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Sub-total	**1.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**30.22%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.15%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	25.51%	0.00%	0.00%
Leighton Buzzard Town Centre	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	31.99%	0.00%	0.00%
Others, Zone 17	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.15%	0.00%	0.00%
Sub-total	**5.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**3.48%**	**1.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**1.50%**	**66.80%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.32%	0.00%
Edgware District Centre	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.26%	0.00%
Stanmore District Centre	0.52%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.92%	0.00%	0.00%	2.51%	0.00%
Wealdstone Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.23%	0.00%	0.00%	15.58%	0.00%
Sub-total	**3.59%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**4.23%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**2.15%**	**0.00%**	**0.00%**	**23.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	0.00%	23.31%		0.00%	0.00%	0.00%	0.00%	7.39%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	1.32%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.35%**	**0.00%**	**24.63%**	***0.00%***	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.39%**
Sub-total Study Area	**70.8%**	**100.0%**	**97.4%**	**99.2%**	**96.5%**	**89.7%**	**62.2%**	**98.3%**	**100.0%**	**90.7%**	**93.2%**	**95.6%**	**89.2%**	**85.9%**	**72.4%**	**95.0%**	**54.1%**	**74.4%**	***0.0%***	**34.0%**	**54.1%**	**71.3%**	**70.9%**	**11.9%**
Outside Study Area																								
Amersham Town Centre	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.66%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.62%	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.83%	0.82%	0.92%	24.33%	0.00%	0.00%	0.00%		0.00%	30.77%	1.07%	0.00%	0.00%
Beaconsfield Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	0.70%	0.00%	0.00%	0.00%	0.00%	5.78%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	10.21%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Chalfont St. Giles Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Colindale Local Centre	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.32%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	12.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.95%	13.40%	2.26%		0.00%	0.00%	0.00%	0.00%	14.25%
Hatterssway Retail Park, Chaul End Lane, Luton	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	7.19%		0.00%	0.00%	0.00%	0.00%	10.96%
Hertford City Centre	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Ikea, Drury Way, North Circular Road, Wembley	0.07%	0.00%	1.06%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.87%		0.00%	0.00%	3.51%	0.00%	7.80%
Marlow Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Milton Keynes Town Centre	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%		0.00%	0.00%	10.17%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.42%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Others, Aylesbury	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.82%	0.00%	0.00%	0.00%		0.00%	1.81%	0.00%	0.00%	0.00%
Others, Enfield	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	6.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	2.11%	0.00%		0.00%	0.00%	0.00%	1.25%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.99%		0.00%	0.00%	0.00%	0.00%	5.74%
Roebuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%	0.94%		0.00%	0.00%	0.00%	0.00%	1.78%
The Galleria Outlet, Comet Way, Hatfield	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.81%		0.00%	0.00%	0.00%	1.75%	4.27%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.93%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.56%	0.00%	0.00%	0.00%	1.60%	0.00%	3.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.00%	7.76%	2.64%		0.00%	0.00%	0.00%	1.25%	30.59%
Others, outside study area	11.82%	0.00%	1.58%	0.80%	1.91%	3.34%	7.47%	0.00%	0.00%	0.87%	5.83%	1.89%	9.12%	0.00%	1.58%	0.00%	15.62%	1.88%		41.48%	7.74%	11.54%	14.91%	10.52%
Abroad	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.02%	0.00%	0.91%
Sub Total outside Study Area	**29.2%**	**0.0%**	**2.6%**	**0.8%**	**3.5%**	**10.3%**	**37.8%**	**1.7%**	**0.0%**	**9.3%**	**6.8%**	**4.4%**	**10.8%**	**14.1%**	**27.5%**	**5.0%**	**45.9%**	**25.6%**		**66.0%**	**45.9%**	**28.7%**	**29.1%**	**88.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Watford BC Zone 1 DIY (£m)	Watford BC Zone 2 DIY (£m)	Hertsmere BC Zone 3 DIY (£m)	Hertsmere BC Zone 4 DIY (£m)	Hertsmere BC Zone 5 DIY (£m)	Hertsmere BC Zone 6 DIY (£m)	Three Rivers DC Zone 7 DIY (£m)	Three Rivers DC Zone 8 DIY (£m)	Three Rivers DC Zone 9 DIY (£m)	Three Rivers DC Zone 10 DIY (£m)	Dacorum BC Zone 11 DIY (£m)	Dacorum BC Zone 12 DIY (£m)	Dacorum BC Zone 13 DIY (£m)	Dacorum BC Zone 14 DIY (£m)	St Albans DC Zone 18 DIY (£m)	St Albans DC Zone 19 DIY (£m)	St Albans DC Zone 21 DIY (£m)	*Inner Study Area*	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£1.0**	£0.1	£0.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£3.4**	£0.3	£0.7	£0.2	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£1.5***	£1.4	£0.0	£0.0	£0.5	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£32.2**	£6.0	£4.5	£1.8	£1.0	£0.8	£0.0	£4.9	£4.7	£2.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£26.5***	£2.3	£0.2	£0.0	£3.2	£0.0
Watford Town Centre	**£13.4**	£3.4	£2.8	£1.7	£0.8	£0.3	£0.0	£0.6	£1.7	£0.3	£0.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£12.1***	£1.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 1	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£50.0**	**£9.8**	**£8.1**	**£3.7**	**£2.0**	**£1.1**	**£0.0**	**£5.7**	**£6.8**	**£2.5**	**£1.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£41.2***	**£5.0**	**£0.2**	**£0.0**	**£3.7**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.6	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.6**	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.4	£0.0	£0.0	£0.5	£0.0
Sub-total	**£1.6**	**£0.0**	**£0.0**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£0.7***	**£0.4**	**£0.0**	**£0.0**	**£0.5**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.5	£2.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£3.2***	£0.0	£0.0	£0.0	£1.4	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£3.2**	£0.0	£0.0	£0.5	£0.5	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.0**	**£0.5**	**£1.1**	**£3.8**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	***£6.0***	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.9***	£0.0	£0.0	£0.0	£1.3	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£1.0**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.7**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£1.1**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.8**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£1.2**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£8.5**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£4.5	£1.1	£0.8	£0.1	£0.0	£0.0	£0.2	***£7.7***	£0.0	£0.7	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£16.4**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£2.2	£5.7	£5.1	£1.8	£0.4	£0.3	£0.0	£0.2	***£15.9***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 11	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.3	£0.0	£0.0
Sub-total	**£26.9**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£2.9**	**£10.8**	**£6.6**	**£3.4**	**£0.4**	**£0.3**	**£0.0**	**£0.4**	***£25.4***	**£0.0**	**£1.2**	**£0.3**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.1	£0.1	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.3***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.6	£0.4	£0.0	£0.0
Others, Zone 14	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£2.0**	**£0.0**	**£0.0**	**£0.0**	***£2.2***	**£0.0**	**£0.8**	**£0.6**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£11.8**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4	£0.4	£2.1	***£11.6***	£0.0	£0.0	£0.0	£0.0	£0.3
St. Albans City Centre	**£18.1**	£1.1	£0.0	£0.0	£0.3	£0.9	£0.3	£0.0	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£10.6	£2.4	£1.3	***£17.4***	£0.0	£0.0	£0.0	£0.5	£0.3
Others, Zone 18	**£1.8**	£0.0	£0.1	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£31.8**	**£1.1**	**£0.2**	**£0.0**	**£0.3**	**£1.1**	**£1.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£19.0**	**£3.9**	**£3.5**	***£30.8***	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.5**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.4**	**£0.2**	***£1.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.5**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£137.0**	**£11.7**	**£8.6**	**£4.7**	**£3.8**	**£6.2**	**£3.3**	**£6.4**	**£7.5**	**£4.5**	**£5.5**	**£11.2**	**£7.0**	**£5.9**	**£2.6**	**£20.3**	**£4.9**	**£4.7**	***£118.7***	**£5.3**	**£2.7**	**£0.9**	**£8.9**	**£0.5**
Sub Total | Watford District	**£50.9**	£9.8	£8.1	£3.8	£2.0	£1.1	£0.0	£5.8	£6.8	£2.5	£1.0	£0.1	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£41.4***	£5.0	£0.2	£0.0	£4.3	£0.0
Sub Total | Hertsmere District	**£13.4**	£0.0	£0.0	£0.8	£1.3	£3.8	£2.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	***£9.0***	£0.4	£0.0	£0.0	£4.0	£0.0
Sub Total | Three Rivers Borough	**£5.9**	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£1.6	£1.2	£0.2	£0.1	£0.1	£0.0	£0.4	£0.2	£0.0	***£5.7***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£33.3**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£3.0	£10.8	£6.7	£5.7	£2.6	£0.3	£0.0	£0.4	***£30.0***	£0.0	£2.4	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£33.5**	£1.1	£0.2	£0.1	£0.4	£1.2	£1.1	£0.0	£0.1	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£19.4	£4.2	£4.2	***£32.5***	£0.0	£0.0	£0.0	£0.5	£0.5

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)	Zone 14 DIY (£m)	Zone 18 DIY (£m)	Zone 19 DIY (£m)	Zone 21 DIY (£m)	Inner Study Area	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.7**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.3	£0.0	£0.0	£8.2	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£6.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£17.5**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£1.2***	**£8.1**	**£0.0**	**£0.0**	**£8.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£3.5	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£3.6**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.7	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£5.3	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£6.7	£0.0	£0.0
Others, Zone 17	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£1.3	£0.0	£0.0
Sub-total	**£14.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.2**	**£14.0**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.5	£0.0
Edgware District Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.5	£0.0
Stanmore District Centre	**£1.5**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.4	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£6.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£10.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.9**	**£0.0**	**£0.0**	**£8.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£2.2	***£3.4***	£0.0	£0.0	£0.0	£0.0	£0.8
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£2.3**	***£3.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£187.5**	**£11.7**	**£8.6**	**£5.0**	**£3.8**	**£6.2**	**£3.6**	**£6.5**	**£7.9**	**£4.9**	**£5.5**	**£11.4**	**£7.2**	**£6.0**	**£2.7**	**£22.1**	**£4.9**	**£7.0**	***£124.8***	**£14.4**	**£6.5**	**£14.9**	**£25.6**	**£1.4**
Outside Study Area																								
Amersham Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.5	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.9	£0.0	£0.0	£0.0	***£1.2***	£0.0	£3.7	£0.2	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.2	£0.2	***£3.0***	£0.0	£0.0	£0.0	£0.0	£1.6
Hattersway Retail Park, Chaul End Lane, Luton	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.3
Hertford City Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.2**	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.7	£0.0	£0.9
Marlow Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.1	£0.0
Milton Keynes Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.1	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.3	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Aylesbury	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.2	£0.0	£0.0	£0.0
Others, Enfield	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.7
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.2
The Galleria Outlet, Comet Way, Hatfield	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£0.8***	£0.0	£0.0	£0.0	£0.6	£0.5
Uxbridge Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£8.8	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£5.4**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.2	***£1.4***	£0.0	£0.0	£0.0	£0.5	£3.5
Others, outside study area	**£31.4**	£0.0	£0.1	£0.0	£0.1	£0.2	£0.4	£0.0	£0.0	£0.0	£0.3	£0.2	£0.7	£0.0	£0.1	£0.0	£1.4	£0.2	***£3.9***	£17.5	£0.9	£2.4	£5.4	£1.2
Abroad	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.2	£0.0	£0.1
Sub Total outside Study Area	**£75.5**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.7**	**£2.2**	**£0.1**	**£0.0**	**£0.5**	**£0.4**	**£0.5**	**£0.9**	**£1.0**	**£1.0**	**£1.2**	**£4.1**	**£2.4**	***£15.4***	**£27.9**	**£5.5**	**£6.0**	**£10.5**	**£10.1**
Total (rounded)	**£263.0**	**£11.7**	**£8.9**	**£5.1**	**£3.9**	**£6.9**	**£5.7**	**£6.6**	**£7.9**	**£5.4**	**£5.9**	**£11.9**	**£8.1**	**£6.9**	**£3.7**	**£23.2**	**£9.0**	**£9.4**	***£140.2***	**£42.3**	**£12.0**	**£20.9**	**£36.1**	**£11.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
Study Area		Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)	Zone 14 Furniture (%)	Zone 18 Furniture (%)	Zone 19 Furniture (%)	Zone 21 Furniture (%)		Zone 15 Furniture (%)	Zone 16 Furniture (%)	Zone 17 Furniture (%)	Zone 20 Furniture (%)	Zone 22 Furniture (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	2.79%	2.43%	1.40%	12.40%	1.69%	1.39%	0.00%	5.85%	9.69%	5.58%	0.00%	4.49%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	15.36%	1.89%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.17%	6.18%	7.27%	2.01%	2.41%	0.00%	0.00%	1.19%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	1.89%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	8.41%	19.59%	32.35%	23.59%	20.72%	16.09%	1.83%	30.35%	24.73%	14.96%	22.46%	22.12%	10.56%	5.89%	2.55%	7.25%	0.00%	6.64%		2.22%	2.70%	0.00%	1.89%	0.00%
Watford Town Centre	17.98%	64.67%	38.31%	42.12%	37.19%	24.50%	20.68%	22.17%	53.40%	40.06%	32.70%	10.41%	13.27%	10.88%	9.35%	18.22%	1.59%	2.73%		18.32%	6.56%	0.00%	12.99%	0.97%
Others, Zone 1	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	1.58%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Sub-total	**30.65%**	**92.88%**	**79.33%**	**80.12%**	**62.01%**	**41.98%**	**22.51%**	**59.56%**	**87.82%**	**61.96%**	**56.90%**	**37.02%**	**25.42%**	**17.96%**	**11.90%**	**25.46%**	**1.59%**	**9.37%**		**21.65%**	**9.26%**	**15.36%**	**20.00%**	**0.97%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.51%	5.09%	0.00%	15.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.82%**	**5.09%**	**0.00%**	**15.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.01%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.67%	0.00%	0.00%	1.03%	6.69%	30.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.72%	0.00%	0.00%	0.00%	0.00%	8.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.83%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.39%**	**0.00%**	**0.00%**	**1.03%**	**6.69%**	**38.10%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.13%**	**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.07%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	22.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.29%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.29%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.28%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	10.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.56%	0.00%	4.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.64%**	**0.00%**	**6.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.24%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**1.21%**	**0.00%**	**0.00%**	**0.00%**	**5.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	5.42%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.82%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.70%	0.00%	5.83%	0.00%	0.00%	1.95%	0.00%	0.00%		0.00%	0.00%	1.84%	0.00%	0.00%
Others, Zone 10	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.01%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**5.42%**	**0.00%**	**0.00%**	**0.00%**	**15.73%**	**0.00%**	**7.01%**	**0.00%**	**0.00%**	**1.95%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.84%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.66%	9.91%	12.82%	10.64%	1.19%	1.09%	1.46%	0.00%	0.00%		0.00%	6.66%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	3.05%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.48%	22.71%	28.02%	18.82%	4.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Others, Zone 11	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**4.81%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.66%**	**24.40%**	**35.53%**	**38.66%**	**20.01%**	**5.09%**	**2.86%**	**0.00%**	**0.00%**		**0.00%**	**9.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.04%**	**1.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.31%	0.00%	1.14%	1.58%	20.99%	3.11%	0.00%	0.00%	0.00%		0.00%	2.03%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.67%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.31%**	**0.00%**	**1.14%**	**1.58%**	**20.99%**	**3.11%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.75%	0.00%	0.00%	0.00%		0.00%	1.93%	0.00%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.44%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.32%	1.59%	1.61%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.66%	0.00%	2.10%	0.00%	3.38%	3.17%	0.00%	0.00%	0.00%	1.89%	1.24%	1.14%	0.00%	0.00%	0.00%	29.32%	6.36%	1.69%		0.00%	0.00%	0.00%	0.00%	0.97%
Others, Zone 18	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.18%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**3.19%**	**0.00%**	**2.10%**	**0.00%**	**3.38%**	**4.56%**	**0.00%**	**0.00%**	**0.00%**	**1.89%**	**1.24%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**33.64%**	**11.13%**	**3.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.97%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.48%	1.04%	0.00%	0.00%	7.89%	0.00%	4.52%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	3.34%	1.59%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.48%**	**1.04%**	**0.00%**	**0.00%**	**7.89%**	**0.00%**	**4.52%**	**0.00%**	**0.00%**	**1.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.34%**	**1.59%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.86%		0.00%	0.00%	0.00%	0.00%	1.29%
Harpenden Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.47%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.33%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.29%**
Total | Inner Study Area	**47.2%**	**100.0%**	**83.5%**	**96.6%**	**82.4%**	**84.6%**	**56.2%**	**78.2%**	**95.0%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**59.0%**	**26.9%**	**67.3%**	**27.8%**	**31.0%**		**24.3%**	**22.6%**	**17.2%**	**29.3%**	**3.2%**
Sub Total | Watford District	30.6%	92.9%	79.3%	80.1%	62.0%	42.0%	22.5%	59.6%	87.8%	62.0%	56.9%	37.0%	25.4%	18.0%	11.9%	25.5%	1.6%	9.4%		21.7%	9.3%	15.4%	20.0%	1.0%
Sub Total | Hertsmere District	4.4%	5.1%	0.0%	16.5%	8.0%	38.1%	23.7%	0.0%	1.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	13.5%	0.0%		1.6%	0.0%	0.0%	9.3%	0.0%
Sub Total | Three Rivers Borough	2.0%	1.0%	1.0%	0.0%	1.2%	0.0%	5.4%	18.6%	5.8%	13.4%	15.7%	0.0%	7.0%	0.0%	0.0%	2.0%	0.0%	0.0%		1.1%	0.0%	1.8%	0.0%	0.0%
Sub Total | Dacorum District	5.8%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	24.4%	39.7%	41.4%	41.0%	15.0%	2.9%	0.0%	0.0%		0.0%	13.3%	0.0%	0.0%	0.0%
Sub Total | St Albans City & District	4.3%	1.0%	2.1%	0.0%	11.3%	4.6%	4.5%	0.0%	0.0%	3.2%	1.2%	1.1%	0.0%	0.0%	0.0%	37.0%	12.7%	21.6%		0.0%	0.0%	0.0%	0.0%	2.3%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Inner Study Area*	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)	(%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.45%	0.00%	0.00%	2.70%	0.00%
Hatch End Local Centre	0.28%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	7.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.58%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.95%	0.00%	0.00%	15.74%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**	**2.77%**	**2.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**39.74%**	**0.00%**	**0.00%**	**18.44%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%		0.00%	10.52%	0.00%	0.00%	0.00%
Others, Zone 16	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	6.56%	1.84%	0.00%	0.00%
Sub-total	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.07%**	**1.84%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.38%	0.00%	4.11%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.62%	0.00%	1.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	18.33%	0.00%	0.00%
Others, Zone 17	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.13%	0.00%	0.00%	0.00%		0.00%	2.03%	2.70%	0.00%	0.00%
Sub-total	**2.76%**	**0.00%**	**1.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.59%**	**2.13%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**27.42%**	**0.00%**	**4.11%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	17.63%	0.00%
Edgware District Centre	1.28%	0.00%	0.00%	0.00%	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	7.46%	0.00%
Stanmore District Centre	0.24%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Wealdstone Local Centre	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.05%**	**0.00%**	**0.00%**	**0.98%**	**4.99%**	**0.00%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.61%**		**0.00%**	**0.00%**	**0.00%**	**29.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.25%		0.00%	0.00%	0.00%	0.00%	4.48%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.92%
Sub-total	**0.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.25%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**
Sub-total Study Area	**66.3%**	**100.0%**	**85.2%**	**97.6%**	**87.4%**	**86.0%**	**57.5%**	**81.0%**	**97.9%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**61.7%**	**29.0%**	**67.3%**	**27.8%**	**40.9%**		**64.1%**	**41.7%**	**46.5%**	**77.4%**	**12.8%**
Outside Study Area																								
Amersham Town Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.73%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	1.19%	13.25%	30.97%	3.90%	0.00%	2.25%		0.00%	15.53%	1.38%	0.00%	0.00%
Beaconsfield Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.90%	0.00%	0.00%	0.00%	1.27%	2.64%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.65%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.28%	0.00%	0.00%	1.03%	1.69%	1.85%	6.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.39%	0.00%	5.76%	1.67%	3.94%		1.11%	0.00%	0.00%	1.35%	0.97%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	2.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	2.76%	0.00%
Enfield Town Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	3.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.05%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Gerrards Cross Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.05%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.25%		0.00%	0.00%	0.00%	0.00%	3.82%
Hatterseway Retail Park, Chaul End Lane, Luton	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	7.01%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	3.22%	0.00%	0.00%	0.00%		1.56%	4.63%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.57%
Ikea, Drury Way, North Circular Road, Wembley	2.22%	0.00%	12.69%	1.37%	6.67%	2.77%	0.00%	4.67%	1.10%	5.58%	0.00%	13.83%	13.21%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.76%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	4.32%	23.56%	1.39%	0.00%	3.30%		0.00%	11.38%	35.91%	0.00%	7.64%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.75%
Others, Aylesbury	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	1.45%	0.00%	0.00%	0.00%		0.00%	7.98%	1.38%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	1.70%	0.00%	0.00%	0.00%	0.00%	0.00%	8.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	4.98%		0.00%	0.00%	0.00%	0.00%	21.63%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.97%
Slough Town Centre	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.60%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.82%	0.00%		0.00%	0.00%	0.00%	0.00%	5.76%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		6.95%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.91%	0.00%	0.00%	0.00%	1.27%	0.00%	6.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	1.39%	20.44%	1.61%		0.00%	0.00%	0.00%	0.00%	1.29%
Welwyn Garden City Town Centre	5.21%	0.00%	0.00%	0.00%	1.69%	0.00%	5.31%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	1.19%	0.00%	17.43%	33.21%	37.45%		0.00%	0.00%	0.00%	3.24%	19.07%
Others, outside study area	6.76%	0.00%	2.10%	0.00%	0.00%	6.78%	5.05%	0.00%	1.05%	0.00%	0.00%	4.49%	8.24%	14.84%	11.82%	0.00%	3.18%	1.69%		17.94%	7.33%	14.87%	1.35%	8.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**33.7%**	**0.0%**	**14.8%**	**2.4%**	**12.6%**	**14.0%**	**42.5%**	**19.0%**	**2.1%**	**13.5%**	**1.7%**	**22.1%**	**25.0%**	**38.3%**	**71.0%**	**32.7%**	**72.2%**	**59.2%**		**35.9%**	**58.3%**	**53.5%**	**22.6%**	**87.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area
Study Area		Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)	Zone 18 Furniture (£m)	Zone 19 Furniture (£m)	Zone 21 Furniture (£m)	
Zone 1 | Watford South																			
Colne Valley Retail Park, Lower High Street, Watford	**£9.7**	£0.4	£0.2	£0.8	£0.1	£0.1	£0.0	£0.5	£1.1	£0.3	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£4.4***
Waterfields Shopping Park, Waterfields Way, Watford	**£4.6**	£1.0	£0.9	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.4***
Watford Arches Retail Park, Lower High Street, Watford	**£31.5**	£3.2	£4.2	£1.6	£1.0	£1.5	£0.1	£2.8	£2.8	£0.9	£1.7	£3.6	£1.1	£0.5	£0.1	£2.3	£0.0	£0.8	***£28.2***
Watford Town Centre	**£71.2**	£10.5	£4.9	£2.8	£1.8	£2.3	£1.5	£2.0	£6.1	£2.4	£2.4	£1.7	£1.3	£0.9	£0.4	£5.8	£0.2	£0.3	***£47.5***
Others, Zone 1	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***
Sub-total	**£118.1**	**£15.1**	**£10.2**	**£5.3**	**£3.0**	**£4.0**	**£1.6**	**£5.5**	**£10.0**	**£3.8**	**£4.3**	**£6.1**	**£2.6**	**£1.6**	**£0.5**	**£8.1**	**£0.2**	**£1.1**	***£82.8***
Zone 2 | Watford North																			
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***
Zone 3 | Bushey & Aldenham																			
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Bushey Town Centre	**£1.8**	£0.8	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***
Costco, Hartspring Lane, Bushey	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£3.2**	**£0.8**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***
Zone 4 | Radlett & Shenley																			
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***
Zone 5 | Borehamwood & Elstree																			
Borehamwood Town Centre	**£5.9**	£0.0	£0.0	£0.1	£0.3	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£3.7***
Stirling Retail Park, Stirling Way, Borehamwood	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£8.7**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£4.5***
Zone 6 | Potters Bar																			
Potters Bar Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£2.9***
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£5.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	***£2.9***
Zone 7 | Rickmansworth																			
Croxley Green Local Centre	**£1.1**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***
Rickmansworth Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***
Others, Zone 7	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***
Sub-total	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.3***
Zone 8 | Batchworth Heath & South Oxhey																			
Northwood Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***
Zone 9 | Chorleywood & Sarratt																			
Chorleywood Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***
Zone 10 | Kings Langley & Abbots Langley																			
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***
Kimgs Langley Village Centre	**£2.8**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	***£2.3***
Others, Zone 10	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***
Sub-total	**£3.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£3.0***
Zone 11 | Hemel Hempstead																			
Hemel Hempstead Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£2.1	£1.1	£0.1	£0.0	£0.5	£0.0	£0.0	***£4.8***
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£10.0**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£3.7	£2.8	£1.6	£0.2	£0.0	£0.0	£0.0	***£9.6***
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***
Sub-total	**£16.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£1.8**	**£5.9**	**£3.9**	**£1.7**	**£0.2**	**£0.9**	**£0.0**	**£0.0**	***£14.8***
Zone 12 | Hemel Hempstead Fringe																			
Grovehill Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***
Others, Zone 12	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***
Zone 13 | Berkhamsted																			
Berkhamsted Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.2	£1.8	£0.1	£0.0	£0.0	£0.0	***£2.5***
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.2**	**£1.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.5***
Zone 14 | Tring																			
Tring Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***
Zone 18 | St Albans																			
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.2	£0.2	***£1.9***
St. Albans City Centre	**£11.5**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	£9.3	£0.7	£0.2	***£11.3***
Others, Zone 18	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***
Sub-total	**£13.7**	**£0.0**	**£0.3**	**£0.0**	**£0.2**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£10.7**	**£1.3**	**£0.4**	***£13.6***
Zone 19 | London Colney Fringe																			
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.2**	£0.2	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	***£2.2***
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***
Sub-total	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.0**	***£2.2***
Zone 21 | Harpenden																			
Wheathampstead Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£0.5***
Harpenden Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	***£1.7***
Sub-total	**£2.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	***£2.2***
Total | Inner Study Area	**£181.4**	**£16.2**	**£10.8**	**£6.4**	**£4.0**	**£8.1**	**£4.1**	**£7.2**	**£10.8**	**£5.2**	**£7.3**	**£12.8**	**£7.5**	**£5.1**	**£1.2**	**£21.3**	**£3.2**	**£3.7**	***£135.0***
Sub Total | Watford District	**£118.1**	£15.1	£10.2	£5.3	£3.0	£4.0	£1.6	£5.5	£10.0	£3.8	£4.3	£6.1	£2.6	£1.6	£0.5	£8.1	£0.2	£1.1	***£82.8***
Sub Total | Hertsmere District	**£17.1**	£0.8	£0.0	£1.1	£0.4	£3.6	£1.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.5	£0.0	***£9.5***
Sub Total | Three Rivers Borough	**£7.7**	£0.2	£0.1	£0.0	£0.1	£0.0	£0.4	£1.7	£0.7	£0.8	£1.2	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	£0.0	***£6.4***
Sub Total | Dacorum District	**£20.2**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.8	£6.5	£4.2	£3.5	£0.7	£0.9	£0.0	£0.0	***£18.3***
Sub Total | St Albans City & District	**£18.3**	£0.2	£0.3	£0.0	£0.5	£0.4	£0.3	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£11.7	£1.5	£2.6	***£18.0***

Destination	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Zone 1 | Watford South					
Colne Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£3.9	£1.3	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.8	£0.0	£0.0	£1.3	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£1.7	£0.4	£0.0	£1.3	£0.0
Watford Town Centre	£13.6	£0.9	£0.0	£9.0	£0.1
Others, Zone 1	£0.0	£0.0	£0.0	£0.9	£0.0
Sub-total	**£16.1**	**£1.3**	**£3.9**	**£13.8**	**£0.1**
Zone 2 | Watford North					
Asda, Odhams Industrial Estate, St. Albans Road, Watford	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham					
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	£1.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley					
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree					
Borehamwood Town Centre	£0.0	£0.0	£0.0	£2.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	£0.0	£0.0	£0.0	£2.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 6 | Potters Bar					
Potters Bar Town Centre	£0.0	£0.0	£0.0	£2.2	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**
Zone 7 | Rickmansworth					
Croxley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey					
Northwood Local Centre	£0.8	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt					
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley					
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	£0.0	£0.0	£0.5	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead					
Hemel Hempstead Town Centre	£0.0	£1.0	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 11	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe					
Grovehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted					
Berkhamsted Town Centre	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring					
Tring Town Centre	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 14	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans					
Abbey View Retail Park, Griffiths Way, St. Albans	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Zone 18	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
Zone 19 | London Colney Fringe					
Albert Bygrave Retail Park, North Orbital Road, St Albans	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 21 | Harpenden					
Wheathampstead Village Centre	£0.0	£0.0	£0.0	£0.0	£0.2
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Total | Inner Study Area	**£18.1**	**£3.2**	**£4.4**	**£20.2**	**£0.5**
Sub Total | Watford District	£16.1	£1.3	£3.9	£13.8	£0.1
Sub Total | Hertsmere District	£1.2	£0.0	£0.0	£6.4	£0.0
Sub Total | Three Rivers Borough	£0.8	£0.0	£0.5	£0.0	£0.0
Sub Total | Dacorum District	£0.0	£1.9	£0.0	£0.0	£0.0
Sub Total | St Albans City & District	£0.0	£0.0	£0.0	£0.0	£0.3

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)	Zone 18 Furniture (£m)	Zone 19 Furniture (£m)	Zone 21 Furniture (£m)	Inner Study Area	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.1	£0.0	£0.0	£1.9	£0.0
Hatch End Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.8	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£34.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£23.0	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£43.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£29.6**	**£0.0**	**£0.0**	**£12.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.5	£0.0	£0.0	£0.0
Others, Zone 16	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.9	£0.5	£0.0	£0.0
																			£0.0					
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£2.4**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.6	£0.0	£0.6
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.9**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£4.7	£0.0	£0.0
Others, Zone 17	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.3	£0.7	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.3**	**£7.0**	**£0.0**	**£0.6**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£12.2	£0.0
Edgware District Centre	**£5.4**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£5.1	£0.0
Stanmore District Centre	**£1.0**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£2.2	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.1**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£20.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.6
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£258.6**	**£16.2**	**£11.0**	**£6.4**	**£4.2**	**£8.2**	**£4.2**	**£7.5**	**£11.1**	**£5.2**	**£7.3**	**£12.8**	**£7.5**	**£5.3**	**£1.3**	**£21.3**	**£3.2**	**£4.9**	***£137.8***	**£47.7**	**£6.0**	**£11.9**	**£53.4**	**£1.8**
Outside Study Area																								
Amersham Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£7.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.1	£1.4	£1.2	£0.0	£0.3	***£4.5***	£0.0	£2.2	£0.4	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£7.9**	£0.0	£0.0	£0.0	£0.1	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£7.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£5.4**	£0.0	£0.0	£0.1	£0.1	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£0.2	£0.5	***£3.5***	£0.8	£0.0	£0.0	£0.9	£0.1
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.4***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.9	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.5
Hatterswaty Retail Park, Chaul End Lane, Luton	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.6***	£1.2	£0.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£7.6**	£0.0	£1.6	£0.1	£0.3	£0.3	£0.0	£0.4	£0.1	£0.3	£0.0	£2.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£6.8***	£0.8	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.7
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£14.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£1.0	£0.4	£0.0	£0.4	***£2.4***	£0.0	£1.6	£9.2	£0.0	£1.1
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.7
Others, Aylesbury	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.1	£0.4	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.6	***£1.6***	£0.0	£0.0	£0.0	£0.0	£3.0
Roebuck Retail Park, London Road, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Slough Town Centre	**£3.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.4	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.8
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£5.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.3	£0.2	***£3.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Welwyn Garden City Town Centre	**£19.6**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.1	£0.0	£5.5	£3.8	£4.5	***£14.7***	£0.0	£0.0	£0.0	£2.2	£2.7
Others, outside study area	**£25.6**	£0.0	£0.3	£0.0	£0.0	£0.6	£0.4	£0.0	£0.1	£0.0	£0.0	£0.7	£0.8	£1.3	£0.5	£0.0	£0.4	£0.2	***£5.3***	£13.4	£1.0	£3.8	£0.9	£1.1
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£125.0**	**£0.0**	**£1.9**	**£0.2**	**£0.6**	**£1.3**	**£3.1**	**£1.8**	**£0.2**	**£0.8**	**£0.1**	**£3.6**	**£2.5**	**£3.3**	**£3.1**	**£10.4**	**£8.2**	**£7.1**	***£48.3***	**£26.8**	**£8.3**	**£13.7**	**£15.6**	**£12.3**
Total (rounded)	**£383.6**	**£16.2**	**£12.9**	**£6.6**	**£4.8**	**£9.5**	**£7.3**	**£9.2**	**£11.4**	**£6.1**	**£7.5**	**£16.5**	**£10.1**	**£8.7**	**£4.4**	**£31.7**	**£11.4**	**£12.0**	***£186.1***	**£74.4**	**£14.3**	**£25.6**	**£69.0**	**£14.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 25: All comparison goods expenditure

Destination			Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22	Inflow	Total
	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)	Zone 18 Comparison (£m)	Zone 19 Comparison (£m)	Zone 21 Comparison (£m)	Study Area	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)
Study Area																											
Zone 1 | Watford South																											
Colne Valley Retail Park, Lower High Street, Watford	**£19.7**	**0.5%**	£1.7	£1.0	£1.2	£0.5	£0.3	£0.0	£1.3	£2.6	£0.9	£0.1	£0.7	£0.6	£0.1	£0.0	£3.2	£0.3	£0.0	***£14.5***	£0.0	£0.0	£3.9	£1.3	£0.0	£0.0	**£19.7**
Waterfields Shopping Park, Waterfields Way, Watford	**£56.0**	**1.4%**	£17.2	£7.5	£3.1	£1.3	£0.0	£0.1	£3.4	£1.1	£0.6	£0.8	£1.7	£1.2	£0.0	£0.0	£4.0	£0.0	£0.0	***£41.9***	£5.8	£0.0	£0.0	£8.3	£0.0	£0.0	**£56.0**
Watford Arches Retail Park, Lower High Street, Watford	**£98.8**	**2.4%**	£15.3	£11.2	£7.2	£2.8	£3.7	£0.5	£12.4	£11.6	£4.4	£3.8	£3.6	£1.3	£0.5	£0.3	£4.7	£0.0	£0.8	***£84.0***	£5.5	£0.6	£0.0	£8.3	£0.4	£0.0	**£98.8**
Watford Town Centre	**£873.8**	**21.1%**	£147.1	£102.9	£44.6	£16.3	£27.3	£5.8	£55.2	£79.7	£31.9	£36.2	£15.2	£8.5	£16.9	£2.6	£25.6	£1.3	£2.7	***£620.0***	£147.5	£8.3	£0.8	£95.7	£1.6	£21.85	**£895.7**
Others, Zone 1	**£9.1**	**0.2%**	£1.0	£0.2	£0.5	£0.0	£0.1	£0.0	£2.1	£1.0	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.3***	£2.9	£0.0	£0.0	£0.9	£0.0	£0.0	**£9.1**
Sub-total	**£1,057.5**	**25.5%**	**£182.3**	**£122.8**	**£56.7**	**£20.8**	**£31.3**	**£6.4**	**£74.4**	**£96.0**	**£38.0**	**£40.9**	**£21.2**	**£11.8**	**£17.5**	**£2.9**	**£37.5**	**£1.6**	**£3.5**	***£765.6***	**£161.8**	**£8.8**	**£4.8**	**£114.4**	**£2.1**	**£21.8**	**£1,079.4**
Zone 2 | Watford North																											
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£9.5**	**0.2%**	£0.2	£7.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.8***	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	**£9.5**
Garston Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.4**
Others, Zone 2	**£0.2**	**0.0%**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£10.1**	**0.2%**	**£0.2**	**£7.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.9**	**£0.3**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£9.5***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£10.1**
Zone 3 | Bushey & Aldenham																											
Aldenham Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Bushey Town Centre	**£7.7**	**0.2%**	£1.9	£0.0	£3.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£6.9***	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.7**
Costco, Hartspring Lane, Bushey	**£6.5**	**0.2%**	£0.0	£0.5	£0.1	£2.1	£0.1	£0.0	£0.4	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	**£6.5**
Others, Zone 3	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	**£1.3**
Sub-total	**£15.8**	**0.4%**	**£1.9**	**£0.5**	**£3.8**	**£3.0**	**£0.2**	**£0.0**	**£0.4**	**£0.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£11.8***	**£3.5**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£15.8**
Zone 4 | Radlett & Shenley																											
Radlett Town Centre	**£5.7**	**0.1%**	£0.0	£0.0	£0.2	£2.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	***£5.7***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£5.7**
Shenley Village Centre	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.2**
Sub-total	**£6.9**	**0.2%**	**£0.0**	**£0.0**	**£0.2**	**£2.7**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.9**	**£0.0**	**£0.1**	***£6.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£6.9**
Zone 5 | Borehamwood & Elstree																											
Borehamwood Town Centre	**£69.9**	**1.7%**	£0.0	£0.4	£1.6	£3.3	£40.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.6	£0.0	***£47.6***	£0.0	£0.0	£0.0	£22.4	£0.0	£0.0	**£69.9**
Stirling Retail Park, Stirling Way, Borehamwood	**£10.2**	**0.2%**	£0.0	£0.0	£0.8	£0.7	£3.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0	**£10.2**
Tesco Extra, Shenley Road, Borehamwood	**£11.8**	**0.3%**	£0.0	£0.0	£0.0	£1.0	£9.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£11.0***	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	**£11.8**
Others, Zone 5	**£4.2**	**0.1%**	£0.0	£0.0	£0.0	£0.3	£2.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£3.0***	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	**£4.2**
Sub-total	**£96.2**	**2.3%**	**£0.0**	**£0.4**	**£2.4**	**£5.2**	**£54.5**	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£1.3**	**£0.0**	***£66.8***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**	**£0.0**	**£96.2**
Zone 6 | Potters Bar																											
Potters Bar Town Centre	**£22.4**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.1	£14.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	***£18.9***	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	**£22.4**
South Mimms Village Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Tesco Superstore, Mutton Lane, Potters Bar	**£3.0**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.8***	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	**£3.0**
Others, Zone 6	**£2.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.3**
Sub-total	**£28.1**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£18.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£5.9**	**£0.0**	***£24.3***	**£0.0**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£0.0**	**£28.1**
Zone 7 | Rickmansworth																											
Croxley Green Local Centre	**£7.0**	**0.2%**	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£3.1	£0.0	£2.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£7.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.0**
Rickmansworth Town Centre	**£12.5**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£0.2	£4.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.8***	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	**£12.5**
Others, Zone 7	**£1.8**	**0.0%**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	**£1.8**
Sub-total	**£21.3**	**0.5%**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£10.3**	**£0.2**	**£7.4**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£20.5***	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£21.3**
Zone 8 | Batchworth Heath & South Oxhey																											
Northwood Local Centre	**£7.3**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.9***	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.3**
South Oxhey Local Centre	**£4.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£4.5**
Sub-total	**£11.8**	**0.3%**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.3**	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	***£6.4***	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£11.8**
Zone 9 | Chorleywood & Sarratt																											
Chorleywood Village Centre	**£8.0**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£8.0**
Elstree Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sarratt Village Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Sub-total	**£8.2**	**0.2%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£7.8**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£8.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.2**
Zone 10 | Kings Langley & Abbots Langley																											
Abbots Langley Village Centre	**£7.4**	**0.2%**	£0.1	£0.3	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£6.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.4**
Kimgs Langley Village Centre	**£3.5**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	**£3.5**
Others, Zone 10	**£2.1**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.8	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.1**
Sub-total	**£13.0**	**0.3%**	**£0.1**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.0**	**£0.1**	**£8.8**	**£0.8**	**£0.9**	**£0.2**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£12.6***	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£13.0**
Zone 11 | Hemel Hempstead																											
Hemel Hempstead Town Centre	**£248.5**	**6.0%**	£0.6	£3.0	£0.3	£0.0	£0.9	£0.6	£0.3	£2.0	£1.1	£10.2	£116.5	£43.8	£18.9	£3.8	£17.2	£1.0	£1.7	***£221.9***	£0.0	£22.9	£2.6	£1.1	£0.0	£0.00	**£248.5**
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£112.6**	**2.7%**	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£4.2	£12.8	£36.1	£38.9	£7.0	£1.2	£0.7	£0.0	£0.9	***£104.8***	£1.4	£6.3	£0.0	£0.0	£0.0	£0.0	**£112.6**
Others, Zone 11	**£5.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.8	£0.9	£0.0	£0.5	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	**£5.5**
Sub-total	**£366.6**	**8.8%**	**£0.6**	**£4.3**	**£0.3**	**£0.0**	**£0.9**	**£0.6**	**£2.2**	**£2.0**	**£5.4**	**£23.0**	**£155.5**	**£83.4**	**£26.9**	**£4.9**	**£18.4**	**£1.0**	**£2.5**	***£331.9***	**£1.4**	**£29.2**	**£2.9**	**£1.1**	**£0.0**	**£0.0**	**£366.6**
Zone 12 | Hemel Hempstead Fringe																											
Grovehill Local Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Others, Zone 12	**£4.7**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£3.1	£0.1	£0.0	£0.0	£0.0	**£4.7**
Sub-total	**£5.0**	**0.1%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£3.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£5.0**
Zone 13 | Berkhamsted																											
Berkhamsted Town Centre	**£45.7**	**1.1%**	£0.3	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.8	£2.3	£28.3	£2.9	£0.0	£0.0	£0.0	***£38.2***	£0.0	£5.8	£1.7	£0.0	£0.0	£0.0	**£45.7**
Others, Zone 13	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Sub-total	**£45.8**	**1.1%**	**£0.3**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.6**	**£0.8**	**£2.3**	**£28.4**	**£2.9**	**£0.0**	**£0.0**	**£0.0**	***£38.3***	**£0.0**	**£5.8**	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£45.8**
Zone 14 | Tring																											
Tring Town Centre	**£17.6**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£9.1	£0.0	£0.0	£0.0	***£9.2***	£0.0	£7.1	£1.4	£0.0	£0.0	£0.0	**£17.6**
Others, Zone 14	**£1.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	**£1.4**
Sub-total	**£19.0**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£9.7**	**£0.0**	**£0.0**	**£0.0**	***£9.9***	**£0.0**	**£7.5**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£19.0**
Zone 18 | St Albans																											
Abbey View Retail Park, Griffiths Way, St. Albans	**£31.9**	**0.8%**	£0.0	£0.1	£0.0	£0.9	£0.1	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.8	£1.8	£4.0	***£30.3***	£0.0	£0.7	£0.0	£0.0	£0.9	£0.0	**£31.9**
St. Albans City Centre	**£231.7**	**5.6%**	£3.4	£1.0	£1.1	£3.1	£4.8	£2.1	£0.4	£0.0	£0.1	£2.8	£3.9	£1.4	£0.7	£0.2	£141.0	£29.9	£25.5	***£221.6***	£0.0	£0.0	£0.0	£0.5	£9.6	£11.58	**£243.3**
Others, Zone 18	**£7.6**	**0.2%**	£0.0	£0.4	£0.0	£0.0	£0.8	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£0.1	£0.6	£3.9	£0.1	***£7.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.6**
Sub-total	**£271.2**	**6.5%**	**£3.4**	**£1.5**	**£1.1**	**£4.0**	**£5.8**	**£2.9**	**£0.4**	**£0.1**	**£0.1**	**£2.9**	**£3.9**	**£2.7**	**£0.7**	**£0.4**	**£164.4**	**£35.6**	**£29.6**	***£259.5***	**£0.0**	**£0.7**	**£0.0**	**£0.5**	**£10.5**	**£11.6**	**£282.8**
Zone 19 | London Colney Fringe																											
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£2.0**	**0.0%**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£1.2	£0.0	£0.2	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.0**
Colney Fields Shopping Park, Alsop Close, London Colney	**£112.2**	**2.7%**	£0.2	£0.6	£3.3	£12.3	£12.2	£15.5	£0.6	£0.0	£0.6	£3.6	£2.9	£3.4	£1.6	£0.3	£10.6	£12.4	£5.8	***£85.8***	£4.9	£0.7	£0.0	£20.0	£0.8	£0.0	**£112.2**
Cuffley Village Centre	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.3**
Others, Zone 19	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£115.7**	**2.8%**	**£0.2**	**£0.6**	**£3.4**	**£12.3**	**£12.2**	**£15.5**	**£0.6**	**£0.0**	**£0.6**	**£3.7**	**£2.9**	**£3.9**	**£1.6**	**£0.4**	**£11.9**	**£13.8**	**£6.0**	***£89.3***	**£4.9**	**£0.7**	**£0.0**	**£20.0**	**£0.8**	**£0.0**	**£115.7**
Zone 21 | Harpenden																											
Wheathampstead Village Centre	**£1.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	**£1.1**
Harpenden Town Centre	**£27.9**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£3.7	£0.0	£23.4	***£27.4***	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	**£27.9**
Sub-total	**£29.1**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£24.3**	***£28.3***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.7**	**£0.0**	**£29.1**
Total | Inner Study Area	**£2,121.3**	**51.2%**	**£190.1**	**£140.0**	**£68.0**	**£48.2**	**£106.6**	**£46.8**	**£89.0**	**£104.6**	**£60.8**	**£81.4**	**£186.0**	**£107.7**	**£75.5**	**£21.2**	**£240.0**	**£59.9**	**£66.1**	***£1,691.7***	**£177.6**	**£56.0**	**£11.7**	**£170.2**	**£14.0**	**£33.4**	**£2,154.7**
Sub Total | Watford District	**£1,067.6**	**25.8%**	£182.4	£129.9	£56.7	£20.9	£31.3	£6.4	£74.5	£96.0	£38.0	£41.8	£21.6	£12.5	£17.5	£2.9	£37.5	£1.6	£3.5	***£775.1***	£161.8	£8.8	£4.8	£115.0	£2.1	£21.8	£1,089.5
Sub Total | Hertsmere District	**£147.0**	**3.5%**	£1.9	£0.9	£6.3	£10.9	£55.8	£21.1	£0.4	£0.9	£0.8	£0.0	£0.0	£0.1	£0.1	£0.0	£3.2	£7.2	£0.1	***£109.8***	£3.5	£0.0	£0.0	£33.7	£0.0	£0.0	£147.0
Sub Total | Three Rivers Borough	**£54.3**	**1.3%**	£1.2	£0.5	£0.0	£0.1	£0.6	£0.4	£10.9	£5.6	£15.3	£9.3	£0.8	£1.0	£0.2	£0.0	£1.0	£0.7	£0.0	***£47.7***	£6.0	£0.1	£0.5	£0.0	£0.0	£0.0	£54.3
Sub Total | Dacorum District	**£436.4**	**10.5%**	£0.9	£6.6	£0.4	£0.0	£0.9	£0.6	£2.2	£2.0	£6.0	£23.7	£156.7	£87.1	£55.4	£17.6	£18.4	£1.0	£2.5	***£382.0***	£1.4	£45.6	£6.3	£1.1	£0.0	£0.0	£436.4
Sub Total | St Albans City & District	**£415.9**	**10.0%**	£3.6	£2.1	£4.5	£16.3	£18.0	£18.4	£0.9	£0.1	£0.7	£6.5	£6.8	£6.9	£2.3	£0.7	£179.9	£49.4	£59.9	***£377.1***	£4.9	£1.4	£0.1	£20.4	£11.9	£11.6	£427.5

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)	Zone 18 Comparison (£m)	Zone 19 Comparison (£m)	Zone 21 Comparison (£m)	*Inner Study Area*	Zone 15 Comparison (£m)	Zone 16 Comparison (£m)	Zone 17 Comparison (£m)	Zone 20 Comparison (£m)	Zone 22 Comparison (£m)
Outside Inner Study Area																									
Zone 15 | Three Rivers Fringe																									
Chalfont St. Peter Village Centre	**£0.8**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£6.9**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£6.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£179.5**	**4.3%**	£0.0	£0.0	£1.5	£0.0	£0.2	£0.0	£0.3	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.6***	£79.5	£0.0	£0.0	£94.4	£0.0
Hatch End Local Centre	**£2.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£1.1	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£27.4**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£24.7	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£90.2**	**2.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£77.4	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£307.9**	**7.4%**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£6.4**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£9.7***	**£190.9**	**£0.0**	**£0.0**	**£107.3**	**£0.0**
Zone 16 | Dacorum Western Fringe																									
Chesham Town Centre	**£23.0**	**0.6%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.2	£0.5	£0.3	£0.0	£0.3	£0.0	***£2.4***	£0.0	£20.7	£0.0	£0.0	£0.0
Others, Zone 16	**£2.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.4	£0.5	£0.0	£0.0
																				£0.0					
Sub-total	**£25.2**	**0.6%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.3**	**£0.0**	**£0.3**	**£0.0**	***£2.6***	**£0.0**	**£22.1**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																									
Dunstable Town Centre	**£34.5**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.6	£0.0	£0.7	£0.0	£0.0	***£2.8***	£0.0	£0.0	£25.9	£0.0	£5.8
Homebase, Vimy Road, Leighton Buzzard	**£7.7**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£7.5	£0.0	£0.0
Leighton Buzzard Town Centre	**£45.3**	**1.1%**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.7***	£0.0	£1.1	£43.5	£0.0	£0.0
Others, Zone 17	**£5.8**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.3	£4.9	£0.0	£0.0
Sub-total	**£93.3**	**2.3%**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.8**	**£0.8**	**£0.1**	**£0.7**	**£0.0**	**£0.4**	***£4.1***	**£0.0**	**£1.6**	**£81.8**	**£0.0**	**£5.8**
Zone 20 | Hertsmere Southern Fringe																									
Barnet Local Centre	**£64.1**	**1.5%**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£61.6	£1.4
Edgware District Centre	**£55.0**	**1.3%**	£0.0	£0.3	£0.1	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£53.4	£0.0
Stanmore District Centre	**£37.8**	**0.9%**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.4	£0.0	£0.0	£36.9	£0.0
Wealdstone Local Centre	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.4***	£0.0	£0.0	£0.0	£5.0	£0.0
Others, Zone 20	**£6.2**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£168.6**	**4.1%**	**£0.0**	**£0.3**	**£0.6**	**£0.4**	**£0.9**	**£1.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	***£3.8***	**£0.9**	**£0.0**	**£0.0**	**£162.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																									
Luton Retail Park, Gipsy Lane, Luton	**£19.6**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£4.9	***£6.1***	£0.0	£0.0	£0.0	£0.0	£13.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	**£21.4**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.4**	**£0.0**	**£5.0**	***£7.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£14.0**
Sub-total Study Area	**£2,737.7**	**66.1%**	**£190.1**	**£140.5**	**£70.0**	**£48.6**	**£108.0**	**£48.0**	**£90.1**	**£111.1**	**£61.9**	**£81.4**	**£186.2**	**£109.7**	**£76.9**	**£21.8**	**£243.3**	**£60.2**	**£71.7**	***£1,719.4***	**£369.4**	**£79.8**	**£93.9**	**£440.0**	**£35.2**
Outside Study Area																									
Amersham Town Centre	**£18.9**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£1.8	£0.5	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£3.3***	£7.5	£8.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£75.7**	**1.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.4	£0.5	£1.9	£15.1	£1.6	£0.0	£0.3	***£21.1***	£0.0	£46.9	£7.8	£0.0	£0.0
Beaconsfield Town Centre	**£2.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£77.1**	**1.9%**	£0.0	£2.7	£0.5	£2.5	£5.2	£1.5	£0.2	£1.0	£0.2	£1.7	£0.5	£0.0	£0.0	£0.0	£0.4	£1.5	£0.4	***£18.2***	£0.0	£0.0	£0.4	£58.5	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£6.8**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£5.2	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£4.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	***£4.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£157.6**	**3.8%**	£3.3	£0.7	£2.2	£1.4	£2.4	£3.4	£1.9	£3.6	£3.3	£0.7	£1.1	£0.9	£5.6	£0.5	£12.2	£4.9	£6.9	***£55.2***	£58.2	£4.9	£1.5	£36.1	£1.7
Chalfont St. Giles Village Centre	**£1.5**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£1.3	£0.0
Colindale Local Centre	**£4.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£3.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£3.5***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£9.4**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	***£4.4***	£0.0	£0.0	£0.0	£5.0	£0.0
Gerrards Cross Town Centre	**£3.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£2.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£46.3**	**1.1%**	£0.0	£0.3	£0.0	£0.0	£0.0	£3.5	£0.2	£0.6	£0.0	£0.0	£1.3	£0.0	£0.4	£0.0	£17.5	£8.2	£2.8	***£34.8***	£0.0	£0.0	£0.0	£0.7	£10.8
Hattersway Retail Park, Chaul End Lane, Luton	**£5.9**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£1.8	***£2.5***	£0.0	£0.0	£0.0	£0.0	£3.4
Hertford City Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£52.4**	**1.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£1.7	£0.1	£0.0	£0.0	£6.4	£0.8	£0.0	£0.0	£0.4	***£10.3***	£25.9	£16.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£3.1
Ikea, Drury Way, North Circular Road, Wembley	**£36.8**	**0.9%**	£0.9	£7.5	£0.1	£1.2	£1.4	£0.5	£2.2	£1.3	£0.3	£0.0	£10.9	£1.3	£0.4	£0.0	£0.0	£0.6	£0.0	***£28.6***	£8.2	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£48.6**	**1.2%**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.6	£0.1	£0.1	£1.2	£0.2	£4.9	***£8.8***	£0.0	£0.0	£15.8	£0.0	£24.0
Marlow Town Centre	**£1.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£8.2**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£4.5	£0.0
Milton Keynes Town Centre	**£200.8**	**4.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.4	£0.7	£1.3	£2.5	£8.8	£5.9	£0.3	£0.8	***£21.5***	£0.0	£11.7	£159.0	£0.0	£8.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£18.6**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£1.5	£0.0	£5.3	***£7.8***	£0.0	£0.0	£10.3	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£2.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£1.4
Others, Aylesbury	**£3.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£2.2	£0.7	£0.0	£0.0
Others, Enfield	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£14.3**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.8	£0.9	***£5.5***	£0.0	£0.0	£0.0	£0.0	£8.7
Roebuck Retail Park, London Road, Stevenage	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.4	***£0.9***	£0.0	£0.0	£0.0	£0.0	£2.1
Slough Town Centre	**£6.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£5.1	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£22.3**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£1.1	£1.4	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.1	£2.8	£1.2	***£7.9***	£0.0	£0.0	£0.0	£2.4	£12.0
The Galleria Outlet, Comet Way, Hatfield	**£28.8**	**0.7%**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£8.6	£3.5	£2.0	***£21.4***	£0.0	£0.7	£0.0	£2.3	£4.4
Uxbridge Town Centre	**£72.9**	**1.8%**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.5***	£68.7	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£35.1**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£33.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£9.8**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£4.4	£0.2	***£7.1***	£2.0	£0.0	£0.0	£0.0	£0.6
Welwyn Garden City Town Centre	**£207.0**	**5.0%**	£0.3	£0.0	£0.7	£1.1	£0.1	£16.0	£0.2	£0.3	£1.8	£0.2	£0.3	£2.2	£1.0	£0.0	£42.6	£27.4	£32.5	***£126.7***	£0.0	£0.0	£0.0	£14.3	£66.0
Others, outside study area	**£185.4**	**4.5%**	£0.7	£1.8	£1.8	£0.2	£1.3	£2.3	£1.2	£2.9	£2.1	£0.6	£1.6	£3.5	£3.4	£6.0	£1.2	£6.3	£1.7	***£38.4***	£70.8	£7.2	£37.5	£21.5	£9.9
Abroad	**£24.8**	**0.6%**	£0.6	£0.6	£0.0	£0.8	£0.1	£0.0	£0.3	£0.0	£0.0	£0.4	£2.8	£5.6	£0.3	£0.0	£1.8	£1.0	£0.4	***£14.9***	£2.9	£0.8	£1.9	£3.7	£0.7
Sub Total outside Study Area	**£1,406.7**	**33.9%**	**£6.3**	**£16.9**	**£5.6**	**£7.4**	**£12.3**	**£37.1**	**£9.7**	**£11.3**	**£13.8**	**£6.2**	**£22.4**	**£21.3**	**£23.8**	**£32.0**	**£105.3**	**£70.7**	**£63.5**	***£465.6***	**£285.3**	**£105.8**	**£236.5**	**£155.5**	**£157.9**
Total (rounded)	**£4,144.4**	**100.0%**	**£196.3**	**£157.4**	**£75.6**	**£56.0**	**£120.4**	**£85.1**	**£99.8**	**£122.4**	**£75.7**	**£87.6**	**£208.6**	**£131.0**	**£100.7**	**£53.7**	**£348.6**	**£130.9**	**£135.3**	***£2,185.0***	**£654.7**	**£185.6**	**£330.4**	**£595.5**	**£193.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

d. Comparison goods Inflow allowed of 5% from St Albans as both a regional centre and a tourist destination, and 2.5% each from Watford as a regional centre.

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 26a: Estimated 'capacity' for new comparison goods facilities in South West Hertfordshire (all five authority areas)

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	2,154.7	2,121.3	33.4	0.0
2021	2,293.6	2,307.1	36.7	50.1
2026	2,564.8	2,791.7	42.9	269.8
2031	2,859.6	3,377.9	50.3	568.6
2036	3,188.3	4,088.3	58.8	958.8
Study Area Market Share (%)		**49.7%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by South West Hertfordshire facilities at 49.7% from the Study Area (currently 51.2%)

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	50.1	6,300	8,600
2026	269.8	30,200	41,300
2031	568.6	57,100	78,000
2036	958.8	86,400	117,900

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26c: Extant comparison goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**25,842**		**173.3**

Table 26d: Net quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	50.1	184.5	-134.3	-16,800	-23,000
2026	269.8	206.1	63.8	7,100	9,800
2031	568.6	229.8	338.8	34,000	46,500
2036	958.8	256.2	702.6	63,300	86,400

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

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Table 26e: Estimated 'capacity' for new comparison goods facilities in Hertsmere

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	147.0	147.0	0.0	0.0
2021	156.5	144.8	0.0	-11.7
2026	175.0	175.2	0.0	0.2
2031	195.1	212.0	0.0	16.9
2036	217.5	256.6	0.0	39.1
Study Area Market Share (%)		**3.1%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by Hertsmere facilities at 3.1% from the Study Area (currently 3.5%)

Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	-11.7	-1,500	-2,000
2026	0.2	0	0
2031	16.9	1,700	2,300
2036	39.1	3,500	4,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26g: Extant comparison goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

Table 26h: Net quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0.0	0.0	0	0
2021	-11.7	0.0	-11.7	-1,500	-2,000
2026	0.2	0.0	0.2	0	0
2031	16.9	0.0	16.9	1,700	2,300
2036	39.1	0.0	39.1	3,500	4,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26g) from surplus expenditure (sourced from Table 26e)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26i: Estimated 'capacity' for new comparison goods facilities in Three Rivers

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	54.3	54.3	0.0	0.0
2021	57.8	60.8	0.0	3.0
2026	64.6	73.6	0.0	8.9
2031	72.1	89.0	0.0	16.9
2036	80.4	107.7	0.0	27.4
Study Area Market Share (%)		**1.3%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 1.3% from the Study Area

Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	3.0	400	500
2026	8.9	1,000	1,400
2031	16.9	1,700	2,300
2036	27.4	2,500	3,400

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26k: Extant comparison goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Total			**992**		**6.4**

Table 26l: Net quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	6.4	-6.4	-900	-1,200
2021	3.0	6.9	-3.9	-500	-700
2026	8.9	7.7	1.2	100	200
2031	16.9	8.6	8.4	800	1,100
2036	27.4	9.5	17.8	1,600	2,200

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26k) from surplus expenditure (sourced from Table 26i)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	436.4	436.4	0.0	0.0
2021	464.6	488.5	0.0	23.9
2026	519.5	591.1	0.0	71.6
2031	579.2	715.2	0.0	136.0
2036	645.8	865.6	0.0	219.8
Study Area Market Share (%)		**10.5%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	23.9	3,000	4,100
2026	71.6	8,000	10,900
2031	136.0	13,700	18,700
2036	219.8	19,800	27,000

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Total			**13,869**		**89.7**

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	89.7	-89.7	-12,000	-16,300
2021	23.9	95.5	-71.6	-9,000	-12,200
2026	71.6	106.8	-35.2	-3,900	-5,400
2031	136.0	119.1	17.0	1,700	2,300
2036	219.8	132.7	87.1	7,800	10,700

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5.500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26q: Estimated 'capacity' for new comparison goods facilities in Watford

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	1,089.5	1,067.6	21.8	0.0
2021	1,159.7	1,195.0	24.0	59.2
2026	1,296.8	1,446.0	28.1	177.2
2031	1,445.9	1,749.6	32.8	336.6
2036	1,612.1	2,117.5	38.4	543.9
Study Area Market Share (%)		**25.8%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 25.8% from the Study Area

Table 26r: Gross quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	59.2	7,400	10,100
2026	177.2	19,900	27,100
2031	336.6	33,800	46,200
2036	543.9	49,000	66,900

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26s: Extant comparison goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
Total			**5,763**		**43.2**

Table 26t: Net quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	43.2	-43.2	-5,800	-7,900
2021	59.2	46.0	13.2	1,700	2,300
2026	177.2	51.4	125.8	14,100	19,200
2031	336.6	57.4	279.2	28,100	38,300
2036	543.9	64.0	480.0	43,300	59,000

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26s) from surplus expenditure (sourced from Table 26q)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26u: Estimated 'capacity' for new comparison goods facilities in St Albans

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	427.5	415.9	11.6	0.0
2021	455.1	418.0	12.7	-24.3
2026	508.9	505.9	14.9	11.9
2031	567.4	612.1	17.4	62.1
2036	632.6	740.8	20.4	128.6
Study Area Market Share (%)		**9.0%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by St Albans facilities at 9.0% from the Study Area (currently 10.0%)

Table 26v: Gross quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	-24.3	-3,000	-4,200
2026	11.9	1,300	1,800
2031	62.1	6,200	8,500
2036	128.6	11,600	15,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26w: Extant comparison goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**5,763**		**33.9**

Table 26x: Net quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	33.9	-33.9	-4,500	-6,200
2021	-24.3	36.1	-60.4	-7,600	-10,300
2026	11.9	40.4	-28.5	-3,200	-4,400
2031	62.1	45.0	17.1	1,700	2,300
2036	128.6	50.2	78.4	7,100	9,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26w) from surplus expenditure (sourced from Table 26u)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Appendix E | Statistical Tables – Scenario 2

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Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£) Convenience						
	2017	2021	2026	2031	2036	*2016 inc SfT*	*2016*	2017	2021	2026	2031	2036
1	63,113	65,036	67,440	69,844	72,248	*2,064*	*2,004*	1,998	1,972	1,967	1,967	1,973
2	51,556	53,127	55,091	57,055	59,019	*2,063*	*2,003*	1,997	1,970	1,966	1,965	1,971
3	20,662	21,404	22,332	23,261	24,189	*2,252*	*2,187*	2,180	2,151	2,146	2,146	2,152
4	13,334	13,813	14,412	15,011	15,610	*2,409*	*2,339*	2,332	2,301	2,296	2,295	2,302
5	40,168	41,611	43,416	45,220	47,025	*2,011*	*1,953*	1,947	1,921	1,917	1,916	1,922
6	25,205	26,111	27,244	28,376	29,508	*2,214*	*2,150*	2,144	2,115	2,110	2,110	2,116
7	27,105	27,758	28,574	29,390	30,206	*2,285*	*2,219*	2,212	2,183	2,178	2,177	2,183
8	33,301	34,103	35,105	36,108	37,110	*2,324*	*2,257*	2,250	2,220	2,215	2,214	2,221
9	16,168	16,558	17,045	17,531	18,018	*2,663*	*2,586*	2,578	2,544	2,538	2,537	2,545
10	23,865	24,440	25,158	25,877	26,595	*2,288*	*2,222*	2,215	2,186	2,180	2,180	2,186
11	66,656	69,322	72,656	75,989	79,322	*2,163*	*2,100*	2,094	2,066	2,061	2,061	2,067
12	37,994	39,514	41,414	43,314	45,214	*2,306*	*2,239*	2,232	2,203	2,197	2,197	2,203
13	25,233	26,243	27,505	28,767	30,029	*2,444*	*2,373*	2,366	2,335	2,330	2,329	2,336
14	14,572	15,155	15,883	16,612	17,341	*2,379*	*2,310*	2,303	2,272	2,267	2,266	2,273
15	201,793	209,921	218,799	226,809	233,987	*2,034*	*1,975*	1,968	1,942	1,938	1,937	1,943
16	50,286	51,866	53,772	55,511	57,159	*2,370*	*2,301*	2,294	2,264	2,258	2,258	2,264
17	98,752	104,129	110,301	115,553	120,278	*2,249*	*2,184*	2,177	2,148	2,144	2,143	2,149
18	95,371	98,176	101,682	105,188	108,694	*2,269*	*2,203*	2,197	2,168	2,163	2,162	2,168
19	35,094	36,126	37,416	38,706	39,997	*2,292*	*2,226*	2,219	2,189	2,184	2,184	2,190
20	200,121	209,670	220,104	229,504	238,385	*1,945*	*1,888*	1,882	1,858	1,853	1,853	1,858
21	34,049	35,051	36,302	37,554	38,806	*2,372*	*2,303*	2,296	2,265	2,260	2,260	2,266
22	62,274	65,108	68,438	71,558	74,218	*2,118*	*2,057*	2,050	2,023	2,019	2,018	2,024
Total	**1,236,672**	**1,284,242**	**1,340,090**	**1,392,739**	**1,442,959**							

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A

b. Per capita expenditure derived from Experian MMG3 data (2018 report)

c. 2016 Population derived from Experian MMG3 data (2018 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.

d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 15

2016 Prices

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Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m) *Convenience*					Growth (£m) *Convenience*			
	2017	2021	2026	2031	2036	2017-2021	2017-2026	2017-2031	2017-2036
1	126.1	128.2	132.7	137.4	142.5	2.1	6.6	11.3	16.4
2	102.9	104.7	108.3	112.1	116.3	1.7	5.4	9.2	13.4
3	45.0	46.0	47.9	49.9	52.1	1.0	2.9	4.9	7.0
4	31.1	31.8	33.1	34.5	35.9	0.7	2.0	3.4	4.8
5	78.2	80.0	83.2	86.7	90.4	1.7	5.0	8.5	12.2
6	54.0	55.2	57.5	59.9	62.4	1.2	3.5	5.8	8.4
7	60.0	60.6	62.2	64.0	66.0	0.6	2.3	4.0	6.0
8	74.9	75.7	77.8	80.0	82.4	0.8	2.8	5.0	7.5
9	41.7	42.1	43.3	44.5	45.9	0.4	1.6	2.8	4.2
10	52.9	53.4	54.9	56.4	58.1	0.6	2.0	3.6	5.3
11	139.6	143.2	149.8	156.6	163.9	3.7	10.2	17.0	24.4
12	84.8	87.0	91.0	95.2	99.6	2.2	6.2	10.4	14.8
13	59.7	61.3	64.1	67.0	70.1	1.6	4.4	7.3	10.4
14	33.6	34.4	36.0	37.6	39.4	0.9	2.5	4.1	5.9
18	209.5	212.8	219.9	227.4	235.7	3.3	10.4	17.9	26.2
19	77.9	79.1	81.7	84.5	87.6	1.2	3.9	6.7	9.7
21	78.2	79.4	82.0	84.9	87.9	1.2	3.9	6.7	9.8
Inner Study Area Total	1350.0	1375.0	1425.3	1478.4	1536.3	25.1	75.4	128.5	186.4
15	397.2	407.8	424.0	439.4	454.7	10.5	26.8	42.2	57.4
16	115.4	117.4	121.4	125.3	129.4	2.1	6.1	10.0	14.1
17	215.0	223.7	236.4	247.6	258.5	8.7	21.4	32.6	43.5
20	376.7	389.5	407.9	425.2	443.0	12.8	31.2	48.5	66.2
22	127.7	131.7	138.1	144.4	150.2	4.0	10.5	16.7	22.5
Study Area Total	**2581.9**	**2645.1**	**2753.3**	**2860.5**	**2972.1**	**63.2**	**171.4**	**278.5**	**390.1**

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m) *Convenience (2017)*		
	Main	Top-up	Total
1	104.9	21.2	126.1
2	87.6	15.3	102.9
3	33.5	11.6	45.0
4	25.2	5.9	31.1
5	63.5	14.7	78.2
6	45.0	9.1	54.0
7	48.6	11.3	60.0
8	62.4	12.5	74.9
9	32.3	9.4	41.7
10	43.2	9.6	52.9
11	118.5	21.1	139.6
12	62.2	22.6	84.8
13	47.5	12.2	59.7
14	25.5	8.0	33.6
15	334.1	63.2	397.2
16	93.5	21.8	115.4
17	172.4	42.6	215.0
18	171.1	38.4	209.5
19	63.3	14.5	77.9
20	297.3	79.4	376.7
21	66.0	12.2	78.2
22	106.9	20.8	127.7
Total	**2,104.5**	**477.4**	**2,581.9**

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questlons 9 and 15 of the NEMS Household Survey (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 3: Convenience goods shopping patterns

Destination	Total Main food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main food (%)	Zone 1 Top-up (%)	Zone 2 Main food (%)	Zone 2 Top-up (%)	Zone 3 Main food (%)	Zone 3 Top-up (%)	Zone 4 Main food (%)	Zone 4 Top-up (%)	Zone 5 Main food (%)	Zone 5 Top-up (%)	Zone 6 Main food (%)	Zone 6 Top-up (%)	Zone 7 Main food (%)	Zone 7 Top-up (%)	Zone 8 Main food (%)	Zone 8 Top-up (%)	Zone 9 Main food (%)	Zone 9 Top-up (%)	Zone 10 Main food (%)	Zone 10 Top-up (%)	Zone 11 Main food (%)	Zone 11 Top-up (%)	Zone 12 Main food (%)	Zone 12 Top-up (%)	Zone 13 Main food (%)	Zone 13 Top-up (%)	Zone 14 Main food (%)	Zone 14 Top-up (%)	Zone 15 Main food (%)	Zone 15 Top-up (%)	Zone 16 Main food (%)	Zone 16 Top-up (%)	Zone 17 Main food (%)	Zone 17 Top-up (%)	Zone 18 Main food (%)	Zone 18 Top-up (%)	Zone 19 Main food (%)	Zone 19 Top-up (%)	Zone 20 Main food (%)	Zone 20 Top-up (%)	Zone 21 Main food (%)	Zone 21 Top-up (%)	Zone 22 Main food (%)	Zone 22 Top-up (%)
Study Area																																															
Zone 1 | Watford South																																														
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Watford Town Centre	0.0%	2.0%	0.4%	0.0%	31.1%	0.5%	18.1%	0.0%	4.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, High Street, Watford	0.4%	0.2%	0.4%	2.9%	1.8%	5.6%	1.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Ascot Road, Watford	1.9%	0.8%	1.7%	15.4%	11.9%	0.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	10.2%	2.3%	1.0%	5.2%	1.4%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Albert Road South, Watford	1.2%	0.2%	1.1%	12.1%	4.5%	1.4%	0.0%	6.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	5.2%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, High Street, Watford	0.1%	0.0%	0.1%	1.2%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whippendell Road, Watford	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Lower High Street, Watford	3.6%	0.8%	3.2%	23.4%	17.2%	15.9%	0.8%	37.4%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	24.1%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Other stores, Zone 1	0.0%	0.1%	0.1%	0.0%	2.1%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**7.4%**	**4.2%**	**7.0%**	**54.9%**	**68.5%**	**24.3%**	**21.4%**	**52.3%**	**9.4%**	**1.7%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**38.9%**	**10.2%**	**33.2%**	**5.1%**	**7.1%**	**2.4%**	**16.9%**	**0.0%**	**2.4%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**2.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 2 | Watford North																																														
Co-op, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Odhams Industrial Estate, St Albans Road, Watford	3.4%	0.4%	2.9%	11.1%	0.0%	49.1%	8.7%	1.1%	0.0%	4.3%	1.2%	0.7%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	3.2%	0.0%	14.5%	2.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Co-op, Abbotswood Park, Leavesden, Watford	0.0%	0.3%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Grossarmers, Garston, Watford	0.0%	0.1%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cow Lane, Watford	2.1%	1.4%	2.0%	15.8%	6.9%	20.8%	26.1%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.8%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%
Tesco Express, St. Albans Road, Watford	0.2%	0.4%	0.2%	3.0%	0.9%	0.0%	10.2%	2.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 2	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**5.8%**	**2.9%**	**5.3%**	**29.9%**	**14.9%**	**69.6%**	**55.3%**	**19.8%**	**0.0%**	**5.3%**	**1.2%**	**0.7%**	**0.0%**	**0.0%**	**1.2%**	**9.2%**	**0.8%**	**0.6%**	**1.3%**	**3.2%**	**0.0%**	**21.2%**	**5.8%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3 | Bushey & Aldenham																																													
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Costco, Hartspring Lane, Bushey, Watford	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Tesco Express, Harcourt Road, Bushey, Watford	0.0%	0.4%	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	23.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 3	0.0%	0.3%	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.0%**	**1.2%**	**0.4%**	**0.0%**	**2.1%**	**0.0%**	**0.8%**	**0.8%**	**52.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**1.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4 | Radlett & Shenley																																													
Tesco Express, Watling Street, Radlett	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.4%	23.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens, Watling Street, Radlett	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	27.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Radlett Town Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Andrew Close, Shenley, Radlett	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	11.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.1%**	**1.1%**	**0.4%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**2.0%**	**10.9%**	**71.5%**	**1.0%**	**7.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5 | Borehamwood & Elstree																																													
Sainsbury's Superstore, Shenley Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	4.0%	3.5%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Leeming Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Origan Hall Road, Borehamwood	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Shenley Road, Borehamwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	0.5%	0.6%	0.5%	0.0%	0.0%	0.0%	1.0%	2.6%	0.9%	11.0%	10.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	0.0%	0.0%
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	5.2%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Stirling Way, Borehamwood	0.6%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.0%	0.9%	8.0%	8.8%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.4%	2.9%	0.0%	0.0%
Tesco Extra, Shenley Road, Borehamwood	3.5%	0.8%	2.9%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	18.9%	3.5%	70.2%	16.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	1.7%	0.0%	0.0%
Other stores, Zone 5	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sub-total	**4.7%**	**4.1%**	**4.6%**	**0.0%**	**0.0%**	**0.0%**	**7.1%**	**16.1%**	**33.8%**	**11.4%**	**89.9%**	**86.8%**	**3.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**8.3%**	**7.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6 | Potters Bar																																													
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	27.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Potters Bar	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.3%	0.0%	0.0%
Tesco Superstore, Mutton Lane, Potters Bar	1.3%	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	47.7%	36.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	2.0%	1.0%	0.0%
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.5%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.4%	0.0%	0.0%
Other stores, Zone 6	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	13.7%	0.0%	0.0%
Sub-total	**1.9%**	**1.6%**	**2.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**1.2%**	**0.0%**	**80.5%**	**83.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**17.6%**	**21.5%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 7 | Rickmansworth																																													
Iceland, High Street, Rickmansworth	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.5%	0.0%	0.0%	1.5%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, New Road, Croxley Green	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	20.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Rickmansworth Town Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	0.1%	0.7%	0.2%	0.5%	1.2%	0.0%	0.0%	0.0%

| Destination | | |

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 4: Convenience goods expenditure

Destination	Total Main food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main food (£m)	Zone 1 Top-up (£m)	Zone 2 Main food (£m)	Zone 2 Top-up (£m)	Zone 3 Main food (£m)	Zone 3 Top-up (£m)	Zone 4 Main food (£m)	Zone 4 Top-up (£m)	Zone 5 Main food (£m)	Zone 5 Top-up (£m)	Zone 6 Main food (£m)	Zone 6 Top-up (£m)	Zone 7 Main food (£m)	Zone 7 Top-up (£m)	Zone 8 Main food (£m)	Zone 8 Top-up (£m)	Zone 9 Main food (£m)	Zone 9 Top-up (£m)	Zone 10 Main food (£m)	Zone 10 Top-up (£m)	Zone 11 Main food (£m)	Zone 11 Top-up (£m)	Zone 12 Main food (£m)	Zone 12 Top-up (£m)	Zone 13 Main food (£m)	Zone 13 Top-up (£m)	Zone 14 Main food (£m)	Zone 14 Top-up (£m)	Zone 18 Main food (£m)	Zone 18 Top-up (£m)	Zone 19 Main food (£m)	Zone 19 Top-up (£m)	Zone 21 Main food (£m)	Zone 21 Top-up (£m)	Inner Study Area Main Food (£m)	Inner Study Area Top-up (£m)	Zone 15 Main food (£m)	Zone 15 Top-up (£m)	Zone 16 Main food (£m)	Zone 16 Top-up (£m)	Zone 17 Main food (£m)	Zone 17 Top-up (£m)	Zone 20 Main food (£m)	Zone 20 Top-up (£m)	Zone 22 Main food (£m)	Zone 22 Top-up (£m)
Study Area																																																	
Zone 1 | Watford South																																																
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Watford Town Centre	0.6	9.9	10.5	0.0	6.6	0.4	2.8	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, High Street, Watford	8.6	0.9	9.5	3.1	0.4	4.9	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ascot Road, Watford	40.6	3.9	44.5	16.2	2.5	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.2	1.2	1.4	0.1	1.7	0.1	1.2	0.0	2.8	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.6	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Albert Road South, Watford	27.6	1.1	28.6	12.7	0.9	1.2	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	3.3	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.6	1.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Watford	3.2	0.0	3.2	1.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Whippendell Road, Watford	0.5	0.3	0.8	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Lower High Street, Watford	76.1	4.1	82.2	24.5	3.6	13.9	0.1	12.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	15.0	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.5	4.1	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.0
Other stores, Zone 1	0.7	0.8	1.5	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**160.1**	**21.0**	**181.1**	**57.6**	**14.5**	**21.3**	**3.3**	**17.5**	**1.1**	**0.4**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**18.9**	**1.2**	**20.7**	**0.6**	**2.3**	**0.2**	**7.3**	**0.0**	**2.8**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**150.5**	**21.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**8.6**	**0.0**
Zone 2 | Watford North																																															
Co-op, St. Albans Road, Watford	0.0	0.8	0.8	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Odhams Industrial Estate, St Albans Road, Watford	72.4	1.6	74.1	11.6	0.0	43.0	1.3	0.4	0.0	1.1	0.1	0.5	0.0	0.0	0.0	3.4	0.0	0.0	0.0	1.0	0.0	6.3	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	68.8	1.6	0.0	0.0	0.7	0.0	0.0	0.0	2.9	0.0
Co-op, Abbotswood Park, Leavesden, Watford	0.0	1.3	1.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Grassmans, Garston, Watford	0.0	0.5	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cow Lane, Watford	46.1	6.5	52.6	16.6	1.5	18.0	4.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.9
Tesco Express, St. Albans Road, Watford	4.2	1.8	5.9	3.1	0.2	0.0	1.6	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.4	0.9	1.3	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 2	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**123.0**	**13.6**	**136.6**	**31.4**	**3.1**	**61.0**	**8.5**	**6.6**	**0.0**	**1.3**	**0.1**	**0.5**	**0.0**	**0.0**	**0.1**	**4.5**	**0.1**	**0.4**	**0.2**	**1.0**	**0.0**	**9.1**	**0.6**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**117.4**	**12.6**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**5.0**	**0.9**
Zone 3 | Bushey & Aldenham																																															
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.3	2.4	2.6	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Costco, Hartspring Lane, Bushey, Watford	0.9	0.4	1.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	0.0	3.0	3.0	0.0	0.3	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 3	0.0	2.4	2.4	0.0	0.2	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.1**	**8.2**	**9.3**	**0.0**	**0.4**	**0.0**	**0.1**	**0.3**	**6.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**1.1**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Zone 4 | Radlett & Shenley																																															
Tesco Express, Watling Street, Radlett	0.6	1.9	2.5	0.0	0.0	0.0	0.0	0.0	0.2	0.6	1.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Budgens, Watling Street, Radlett	2.8	1.6	4.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Radlett Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	0.0	1.6	1.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.4**	**5.9**	**9.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.2**	**2.7**	**4.2**	**0.6**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**5.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5 | Borehamwood & Elstree																																															
Sainsbury's Superstore, Shenley Road, Borehamwood	1.2	1.6	2.8	0.0	0.0	0.0	0.0	0.3	0.5	0.9	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Leeming Road, Borehamwood	0.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Organ Hall Road, Borehamwood	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Shenley Road, Borehamwood	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	9.7	3.2	12.9	0.0	0.0	0.0	0.0	0.7	0.1	7.0	1.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	1.8	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.3
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1.2	3.7	4.9	0.0	0.0	0.0	0.0	0.0	1.2	1.2	0.4	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Stirling Way, Borehamwood	12.7	3.7	16.4	0.0	0.0	0.0	0.0	0.1	0.1	5.1	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	4.2	2.3
Tesco Extra, Shenley Road, Borehamwood	71.1	4.1	75.2	0.0	0.0	2.1	0.0	4.8	0.2	44.6	2.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	52.6	2.8	0.0	0.0	0.0	0.0	0.0	0.0	18.5	1.3
Other stores, Zone 5	0.0	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Sub-total	**96.3**	**21.3**	**117.7**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**	**1.9**	**8.5**	**0.7**	**57.1**	**12.8**	**1.7**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**71.5**	**15.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.8**	**5.9**
Zone 6 | Potters Bar																																															
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	1.6	2.5	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Potters Bar	0.8	1.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Mutton Lane, Potters Bar	33.3	3.6	36.9	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	21.5	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	0.3	30.4	3.6	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0
Sainsbury's Superstore, Darkes Lane, Potters Bar	14.7	1.7	16.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.8	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	14.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 6	0.7	2.1	2.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.0	0.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**51.2**	**11.0**	**62.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.8**	**0.0**	**36.2**	**7.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.1**	**3.1**	**48.3**	**11.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.9**	**0.0**
Zone 7 | Rickmansworth																																															
Iceland, High Street, Rickmansworth	2.0	1.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.3	0.0	0.0	0.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, New Road, Croxley Green	1.0	2.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Rickmansworth Town Centre	0.0	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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South West Hertfordshire Retail & Leisure Study
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Table 5: Convenience goods benchmark

Destination *Inner Study Area*	Gross Floorspace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 1 | Watford South								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,456	4.1	0.3	0.0	-3.8
Local shops, Watford Town Centre					10.5	10.5	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,876	9.0	9.5	0.0	0.5
Morrisons, Ascot Road, Watford	6,733	3,941	3,153	11,695	36.9	44.5	0.0	7.7
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	10,492	25.2	28.6	0.0	3.5
Tesco Express, High Street, Watford	288	201	191	11,559	2.2	3.2	0.0	1.0
Tesco Express, Whippendell Road, Watford	247	175	166	11,559	1.9	0.8	0.0	-1.1
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	11,559	61.9	82.2	0.0	20.3
Other stores, Zone 1					1.5	1.5	0.0	0.0
Sub-total					**153.2**	**181.1**	**0.0**	**28.0**
Zone 2 | Watford North								
Co-op, St. Albans Road, Watford	547	329	313	9,862	3.1	0.8	0.0	-2.3
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	12,674	111.0	74.1	0.0	-36.9
Co-op, Abbotswood Park, Leavesden, Watford	547	329	313	9,862	3.1	1.3	0.0	-1.8
Co-op, The Gossamers, Garston, Watford	209	123	117	9,862	1.2	0.5	0.0	-0.6
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,696	10,492	28.3	52.6	0.0	24.3
Tesco Express, St. Albans Road, Watford	255	140	133	11,559	1.5	5.9	0.0	4.4
Waitrose, Dome Roundabout, St. Albans Road, Watford	200	125	119	12,456	1.5	1.3	0.0	-0.2
Other stores, Zone 2					0.2	0.2	0.0	0.0
Sub-total					**149.8**	**136.6**	**0.0**	**-13.2**
Zone 3 | Bushey & Aldenham								
Tesco Express (Esso), High Road, Bushey Heath, Bushey	250	150	143	11,559	1.6	2.6	0.0	1.0
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	11,559	1.4	3.0	0.0	1.6
Other stores, Zone 3					2.4	2.4	0.0	0.0
Sub-total					**6.8**	**9.3**	**0.0**	**2.6**
Zone 4 | Radlett & Shenley								
Tesco Express, Watling Street, Radlett	504	259	246	11,559	2.8	2.5	0.0	-0.3
Budgens, Watling Street, Radlett	773	355	337	9,500	3.2	4.4	0.0	1.2
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	11,559	2.6	1.6	0.0	-1.0
Sub-total					**9.4**	**9.3**	**0.0**	**-0.1**
Zone 5 | Borehamwood & Elstree								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	10,492	2.2	2.8	0.0	0.6
Co-op, Leeming Road, Borehamwood	386	207	197	9,862	1.9	1.5	0.0	-0.4
Co-op, Organ Hall Road, Borehamwood	150	90	86	9,862	0.8	0.6	0.0	-0.2
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,393	2.9	0.6	0.0	-2.3
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,258	900	720	4,800	3.5	12.9	0.0	9.4
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,876	7.7	4.9	0.0	-2.8
Morrisons, Stirling Way, Borehamwood	6,734	3,941	3,153	11,695	36.9	16.4	0.0	-20.5
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	11,559	73.1	75.2	0.0	2.1
Other stores, Zone 5					2.8	2.8	0.0	0.0
Sub-total					**131.8**	**117.7**	**0.0**	**-14.2**
Zone 6 | Potters Bar								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	11,559	2.6	4.1	0.0	1.5
Co-op, High Street, Potters Bar	353	186	177	9,862	1.7	1.9	0.0	0.2
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	11,559	31.5	36.9	0.0	5.4
Sainsbury's Superstore, Darkes Lane, Potters Bar	3,152	1,943	1,399	10,492	14.7	16.4	0.0	1.7
Other stores, Zone 6					2.8	2.8	0.0	0.0
Sub-total					**53.3**	**62.1**	**0.0**	**8.8**
Zone 7 | Rickmansworth								
Iceland, High Street, Rickmansworth	516	307	298	6,393	1.9	3.5	0.0	1.6
Co-op, New Road, Croxley Green	335	203	193	9,862	1.9	3.5	0.0	1.6
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	250	150	143	10,876	1.5	5.7	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,876	12.4	4.9	0.0	-7.6
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth	3,847	2,354	1,789	11,559	20.7	29.5	0.0	8.8
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,456	24.6	20.2	0.0	-4.4
Other stores, Zone 7					1.8	1.8	0.0	0.0
Sub-total					**65.8**	**69.9**	**0.0**	**4.2**
Zone 8 | Batchworth Heath & South Oxhey								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,456	15.1	39.2	0.0	24.1
Co-op, St. Andrews Road, South Oxhey, Watford	548	364	346	9,862	3.4	2.1	0.0	-1.4
Co-op, The Parade, Carpenders Park, Watford	438	291	276	9,862	2.7	8.9	0.0	6.2
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	11,559	1.6	4.4	0.0	2.8
Sub-total					**22.9**	**54.6**	**0.0**	**31.7**
Zone 9 | Chaorleywood & Sarratt								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	11,559	2.0	5.3	0.0	3.2
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	9,862	3.6	4.4	0.0	0.8
Other stores, Zone 9					1.0	1.0	0.0	0.0
Sub-total					**6.7**	**10.7**	**0.0**	**4.0**
Zone 10 | Kings Langley & Abbots Langley								
Tesco Express, College Road, Abbots Langley	461	253	240	11,559	2.8	3.5	0.0	0.7
Budgens, High Street, Abbots Langley	519	250	238	9,500	2.3	5.4	0.0	3.1
Other stores, Zone 10					3.9	3.9	0.0	0.0
Sub-total					**8.9**	**12.7**	**0.0**	**3.8**
Zone 11 | Hemel Hempstead								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,876	9.0	3.8	0.0	-5.3
Aldi, London Road, Hemel Hempstead	1,430	986	789	8,540	6.7	33.6	0.0	26.9
Aldi, Redbourn Road, Hemel Hempstead	1,422	980	784	8,540	6.7	29.1	0.0	22.4
Asda, Hillfield Road, Hemel Hempstead	3,849	2,345	1,571	12,674	19.9	15.1	0.0	-4.9
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead	200	125	119	9,862	1.2	0.7	0.0	-0.5
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	9,862	1.6	0.7	0.0	-0.8
Co-op, The Heights, Hemel Hempstead	208	140	133	9,862	1.3	0.5	0.0	-0.9
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead	448	294	279	9,862	2.8	1.5	0.0	-1.2
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,393	4.4	2.2	0.0	-2.3
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,876	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead	7,619	4,696	3,381	10,492	35.5	72.9	0.0	37.4

Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,750	10,492	18.4	8.7	0.0	-9.6
Tesco Express, Fletcher Way, Hemel Hempstead	311	171	162	11,559	1.9	0.5	0.0	-1.4
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead	265	183	174	11,559	2.0	1.1	0.0	-0.9
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	11,559	3.1	2.1	0.0	-1.0
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	11,559	57.7	63.0	0.0	5.3
Other stores, Zone 11					8.0	8.0	0.0	0.0
Sub-total					**181.6**	**243.5**	**0.0**	**61.9**
Zone 12 | Hemel Hempstead Fringe								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	9,862	1.5	1.8	0.0	0.3
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	229	218	11,559	2.5	6.6	0.0	4.1
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	11,559	2.0	3.0	0.0	0.9
Other stores, Zone 12					2.0	2.0	0.0	0.0
Sub-total					**8.0**	**13.3**	**0.0**	**5.3**
Zone 13 | Berkhamsted								
Waitrose, St John's Well Lane, Berkhamsted	4,602	2,633	2,159	12,456	26.9	53.4	0.0	26.5
M&S Simply Food, High Street, Berkhamsted	1,784	1,109	1,054	10,876	11.5	6.0	0.0	-5.5
Tesco Express, High Street, Northchurch, Berkhamsted	261	182	173	11,559	2.0	7.4	0.0	5.4
Tesco Metro, High Street, Berkhamsted	2,506	1,445	1,098	11,559	12.7	5.0	0.0	-7.7
						0.0		
Sub-total					**53.0**	**71.7**	**0.0**	**18.7**
Zone 14 | Tring								
Co-op, Silk Mill Way, Tring	252	184	175	9,862	1.7	0.4	0.0	-1.4
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,876	6.6	9.1	0.0	2.5
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	11,559	12.9	49.0	0.0	36.1
Other stores, Zone 14					1.4	1.4	0.0	0.0
Sub-total					**22.6**	**59.9**	**0.0**	**37.3**
Zone 18 | St Albans								
Co-op, Cell Barnes Lane, St. Albans	210	149	142	9,862	1.4	2.9	0.0	1.6
Co-op, High Street, Redbourn, St. Albans	240	140	133	9,862	1.3	0.6	0.0	-0.8
Co-op, Park Street, How Wood, St. Albans	168	106	101	9,862	1.0	3.0	0.0	2.0
Iceland, Victoria Street, St. Albans	1,012	506	491	6,393	3.1	1.1	0.0	-2.1
Marks & Spencer (BP), Verluam Road, St. Albans	100	70	67	10,876	0.7	0.4	0.0	-0.3
Marks & Spencer, St. Peter's Street, St. Albans	943	566	538	10,876	5.8	4.8	0.0	-1.1
Morrisons, Hatfield Road, St. Albans	6,490	3,799	3,039	11,695	35.5	65.7	0.0	30.1
Sainsbury's Local, Marshalswick Lane, St. Albans	399	184	175	10,492	1.8	3.6	0.0	1.7
Sainsbury's, Everard Close, St. Albans	7,085	4,367	3,144	10,492	33.0	52.6	0.0	19.6
Tesco Express, Beech Road, St. Albans	359	251	238	11,559	2.8	3.0	0.0	0.2
Tesco Express, Hatfield Road, St. Albans	458	320	304	11,559	3.5	1.8	0.0	-1.7
Tesco Express, Luton Road, Harpenden	300	170	162	11,559	1.9	3.9	0.0	2.1
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans	399	280	266	11,559	3.1	0.7	0.0	-2.3
Tesco Metro, St. Peters Street, St. Albans	1,954	1,127	857	11,559	9.9	10.7	0.0	0.8
Waitrose, Ermine Close, Mayne Avenue, St. Albans	3,392	1,940	1,591	12,456	19.8	20.1	0.0	0.2
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 18					3.6	3.6	0.0	0.0
Sub-total					**129.6**	**179.7**	**0.0**	**50.1**
Zone 19 | London Colney Fringe								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	9,862	1.3	2.8	0.0	1.6
Co-op, Haseldine Road, London Colney, St. Albans	143	89	80	9,862	0.8	1.2	0.0	0.4
Marks & Spencer, Barnet Road, London Colney, St. Albans	3,290	1,974	1,875	10,876	20.4	3.5	2.6	-14.3
Sainsbury's, Colney Fields Shopping Park, London Colney	15,017	8,420	6,063	10,492	63.6	44.3	33.2	13.9
Tesco Express, High Street, London Colney	263	184	175	11,559	2.0	0.3	0.0	-1.7
Other stores, Zone 19					0.4	0.4	0.0	0.0
Sub-total					**88.5**	**52.5**	**35.8**	**-0.2**
Zone 21 | Harpenden								
Co-op, Lower Luton Road, Batford, Harpenden	227	156	148	9,862	1.5	1.0	0.0	-0.4
Tesco Express, High Street, Wheathampstead	307	168	160	11,559	1.8	0.9	0.0	-0.9
Tesco Express, Lower Luton Road, Batford, Harpenden	551	236	224	11,559	2.6	2.0	0.0	-0.6
Local shops, Wheathampstead Village Centre					0.5	0.5	0.0	0.0
Co-op, Southdown Road, Harpenden	2,172	1,307	1,176	9,862	11.6	11.9	0.0	0.3
M&S Simply Food, Church Green Parade, Harpenden	694	496	471	10,876	5.1	1.9	0.0	-3.2
Marks & Spencer (BP), Luton Road, Townsend, Harpenden	100	70	67	10,876	0.7	0.3	0.0	-0.4
Sainsbury's Superstore, High Street, Harpenden	4,586	2,827	2,035	10,492	21.4	44.1	0.0	22.7
Waitrose, Leyton Road, Harpenden	2,680	1,533	1,257	12,456	15.7	23.6	0.0	7.9
Sub-total					**60.8**	**86.2**	**0.0**	**25.4**
Total | Inner Study Area					**1,152.7**	**1,370.9**	**35.8**	**254.1**
Sub Total | Watford Borough					303.0	317.8	0.0	14.8
Sub Total | Hertsmere Borough					201.3	198.4	0.0	-2.9
Sub Total | Three Rivers District					104.2	147.9	0.0	43.7
Sub Total | Dacorum Borough					265.3	388.5	0.0	123.2
Sub Total | St Albans District					278.9	318.4	35.8	75.3

Notes:

a. Gross floorspace derived from StorePoint database, Council records or Nexus Planning assessment

b. Net floorspace derived from StorePoint database or Council records where available or based on Nexus Planning professional judgement

c. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers 2015 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience goods and local foodstore which are assumed to have 95% of net sales dedicated to convenience. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods, which correlates with our experience elsewhere

d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived for all retailers except Lidl and Aldi from Verdict UK Food & Grocery Retailers 2015, and for Lidl and Aldi from Mintel Retail Rankings 2015.

e. It has been assumed that all unnamed and local convenience stores within a centre (including B&M, Bargain Booze, Budgens, Costco, Heron Foods, One Stop) are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that ientified by the survey)

f. Survey derived performance of stores calculated by addiing together 'main' and 'top up' turnover as set out in Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6a: Estimated 'capacity' for new convenience goods facilities in South West Hertfordshire (all five authority areas)

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,152.7	1,370.9	35.8	138.9	115.2
2021	1,148.1	1,404.5	36.3	138.3	154.4
2026	1,149.2	1,461.9	36.7	138.5	210.9
2031	1,155.0	1,518.8	37.1	139.2	261.8
2036	1,160.8	1,578.1	37.6	139.9	315.0
Study Area Market Share (%)		**53.1**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by South West Hertfordshire facilities at 53.1% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within the five authority areas from Table 5

2016 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	115.2	9,900	12,600
2021	154.4	13,400	16,900
2026	210.9	18,200	23,100
2031	261.8	22,500	28,600
2036	315.0	27,000	34,200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6c: Extant convenience goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**8,029**		**60.3**

2016 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	115.2	60.3	54.9	4,700	6,000
2021	154.4	60.1	94.3	8,200	10,400
2026	210.9	60.1	150.8	13,000	16,500
2031	261.8	60.4	201.4	17,300	22,000
2036	315.0	60.7	254.3	21,800	27,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6e: Estimated 'capacity' for new convenience goods facilities in Hertsmere

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	201.3	198.4	0.0	23.5	-26.4
2021	200.5	203.3	0.0	23.4	-20.7
2026	200.7	211.6	0.0	23.7	-12.8
2031	201.7	219.8	0.0	23.8	-5.7
2036	202.7	228.4	0.0	23.9	1.8
Study Area Market Share (%)		**7.7**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Hertsmere facilities at 7.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Herstmere from Table 5

2016 Prices

Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.4	-2,300	-2,900
2021	-20.7	-1,800	-2,300
2026	-12.8	-1,100	-1,400
2031	-5.7	-500	-600
2036	1.8	200	200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6g: Extant convenience goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

2016 Prices

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.4	0.0	-26.4	-2,300	-2,900
2021	-20.7	0.0	-20.7	-1,800	-2,300
2026	-12.8	0.0	-12.8	-1,100	-1,400
2031	-5.7	0.0	-5.7	-500	-600
2036	1.8	0.0	1.8	200	200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6i: Estimated 'capacity' for new convenience goods facilities in Three Rivers

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	104.2	147.9	0.0	44.1	-0.4
2021	103.8	151.5	0.0	43.9	3.8
2026	103.9	157.7	0.0	44.0	9.8
2031	104.4	163.9	0.0	44.2	15.2
2036	105.0	170.3	0.0	44.4	20.9
Study Area Market Share (%)		**5.7**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 5.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Three Rivers from Table 5
2016 Prices

Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-0.4	0	0
2021	3.8	300	400
2026	9.8	900	1,100
2031	15.2	1,300	1,700
2036	20.9	1,800	2,300

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2016 Prices

Table 6k: Extant convenience goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Total			**880**		**4.2**

2016 Prices

Table 6l: Net quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-0.4	4.2	-4.6	-400	-500
2021	3.8	4.2	-0.4	0	0
2026	9.8	4.2	5.6	500	600
2031	15.2	4.2	11.0	900	1,200
2036	20.9	4.3	16.6	1,400	1,800

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	265.3	388.5	0.0	123.2
2021	264.2	398.0	0.0	133.8
2026	264.5	414.3	0.0	149.8
2031	265.8	430.4	0.0	164.6
2036	267.1	447.2	0.0	180.1
Study Area Market Share (%)		**15.0**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 15.1% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Dacorum from Table 5

2016 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	123.2	10,600	13,500
2021	133.8	11,600	14,700
2026	149.8	12,900	16,400
2031	164.6	14,200	18,000
2036	180.1	15,400	19,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Total			**4,159**		**30.1**

2016 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	123.2	30.1	93.1	8,000	10,200
2021	133.8	30.0	103.8	9,000	11,400
2026	149.8	30.0	119.8	10,400	13,100
2031	164.6	30.2	134.5	11,600	14,700
2036	180.1	30.3	149.8	12,800	16,300

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6q: Estimated 'capacity' for new convenience goods facilities in Watford

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	303.0	317.8	0.0	14.8
2021	301.8	325.5	0.0	23.8
2026	302.1	338.8	0.0	36.8
2031	303.6	352.0	0.0	48.4
2036	305.1	365.8	0.0	60.7
Study Area Market Share (%)		**12.3**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 12.3% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Watford from Table 5

2016 Prices

Table 6r: Gross quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	14.8	1,300	1,600
2021	23.8	2,100	2,600
2026	36.8	3,200	4,000
2031	48.4	4,200	5,300
2036	60.7	5,200	6,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6s: Extant convenience goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
Total			**1,441**		**13.0**

2016 Prices

Table 6t: Net quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	14.8	13.0	1.8	200	200
2021	23.8	12.9	10.8	900	1,200
2026	36.8	12.9	23.8	2,100	2,600
2031	48.4	13.0	35.4	3,000	3,900
2036	60.7	13.1	47.6	4,100	5,200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6u: Estimated 'capacity' for new convenience goods facilities in St Albans

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	278.9	318.4	35.8	71.3	4.0
2021	277.8	326.2	36.3	71.0	13.7
2026	278.0	339.5	36.7	71.1	27.1
2031	279.4	352.7	37.1	71.4	39.0
2036	280.8	366.5	37.6	71.8	51.4
Study Area Market Share (%)		**12.3**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by St Albans facilities at 12.3% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within St Albans from Table 5

2016 Prices

Table 6v: Gross quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	4.0	300	400
2021	13.7	1,200	1,500
2026	27.1	2,300	3,000
2031	39.0	3,400	4,300
2036	51.4	4,400	5,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6w: Extant convenience goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Griffiths Way South	5/2016/3386	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**1,921**		**13.0**

2016 Prices

Table 6x: Net quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	4.0	13.0	-9.0	-800	-1,000
2021	13.7	12.9	0.7	100	100
2026	27.1	13.0	14.1	1,200	1,500
2031	39.0	13.0	26.0	2,200	2,800
2036	51.4	13.1	38.3	3,300	4,200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 7a: Population

Zone	Population				
	2017	2021	2026	2031	2036
1	63,113	65,036	67,440	69,844	72,248
2	51,556	53,127	55,091	57,055	59,019
3	20,662	21,404	22,332	23,261	24,189
4	13,334	13,813	14,412	15,011	15,610
5	40,168	41,611	43,416	45,220	47,025
6	25,205	26,111	27,244	28,376	29,508
7	27,105	27,758	28,574	29,390	30,206
8	33,301	34,103	35,105	36,108	37,110
9	16,168	16,558	17,045	17,531	18,018
10	23,865	24,440	25,158	25,877	26,595
11	66,656	69,324	72,656	75,989	79,322
12	37,994	39,514	41,414	43,314	45,214
13	25,233	26,243	27,505	28,767	30,029
14	14,572	15,155	15,883	16,612	17,341
15	201,793	209,921	218,799	226,809	233,987
16	50,286	51,886	53,772	55,511	57,159
17	98,752	104,129	110,301	115,553	120,278
18	95,371	98,176	101,682	105,188	108,694
19	35,094	36,126	37,416	38,706	39,997
20	200,121	209,670	220,104	229,504	238,385
21	34,049	35,051	36,302	37,554	38,806
22	62,274	65,108	68,436	71,558	74,218
Total	**1,210,070**	**1,264,242**	**1,340,080**	**1,392,730**	**1,442,959**

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)							
	2017 with SIT								2017								2021								2026								2031								2036							
	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	1,086	198	999	409	147	281	216	301	**3,635**	925	168	851	348	125	239	184	256	**3,097**	990	180	911	373	134	256	197	274	**3,314**	1,150	209	1,059	433	155	297	229	319	**3,851**	1,338	244	1,235	505	181	347	267	372	**4,489**	1,566	285	1,442	590	212	405	312	434	**5,245**
2	1,028	182	1,019	424	133	289	201	292	**3,568**	876	155	868	361	114	246	171	249	**3,040**	937	166	929	387	121	263	183	266	**3,253**	1,089	193	1,080	449	141	306	213	310	**3,781**	1,267	225	1,259	524	165	357	249	361	**4,407**	1,483	263	1,470	612	192	417	290	422	**5,149**
3	1,207	250	1,156	498	169	332	286	372	**4,269**	1,029	213	985	424	144	283	244	317	**3,637**	1,101	228	1,054	454	154	303	261	339	**3,892**	1,279	264	1,225	527	179	352	303	394	**4,524**	1,486	308	1,429	615	208	410	354	459	**5,272**	1,742	360	1,669	718	243	479	413	536	**6,161**
4	1,436	297	1,308	543	178	375	342	422	**4,501**	1,223	253	1,115	462	152	319	291	360	**4,175**	1,309	270	1,193	495	162	342	312	385	**4,468**	1,521	314	1,386	575	189	397	362	448	**5,193**	1,770	366	1,617	671	220	463	422	522	**6,052**	2,072	428	1,888	783	257	541	493	610	**7,072**
5	1,025	185	989	406	127	288	200	277	**3,498**	873	158	843	346	108	245	171	236	**2,980**	935	169	902	371	116	262	183	253	**3,189**	1,086	196	1,048	431	134	305	212	294	**3,706**	1,264	229	1,223	502	157	356	248	342	**4,320**	1,479	267	1,428	587	183	415	289	400	**5,048**
6	1,091	227	1,063	476	163	320	266	337	**3,942**	929	193	906	405	139	272	227	287	**3,359**	994	207	970	434	149	291	243	307	**3,594**	1,156	240	1,127	504	173	339	282	357	**4,177**	1,345	280	1,314	588	202	395	329	416	**4,868**	1,574	328	1,535	686	235	461	384	486	**5,689**
7	1,210	239	1,177	494	167	328	285	398	**4,295**	1,031	204	1,002	421	142	279	242	338	**3,659**	1,103	218	1,073	450	152	299	259	361	**3,916**	1,282	253	1,247	523	177	347	301	420	**4,551**	1,462	295	1,454	611	206	405	352	490	**5,304**	1,746	345	1,698	713	240	473	411	572	**6,198**
8	1,241	256	1,114	497	143	362	275	399	**4,287**	1,057	218	949	423	122	308	235	340	**3,652**	1,132	233	1,016	453	130	330	251	364	**3,908**	1,315	271	1,181	526	151	383	292	423	**4,542**	1,530	316	1,377	614	177	447	340	493	**5,294**	1,791	369	1,608	717	206	522	398	576	**6,186**
9	1,582	343	1,461	608	208	429	389	438	**5,457**	1,348	292	1,245	518	177	366	332	373	**4,650**	1,443	312	1,332	554	189	391	355	399	**4,976**	1,676	363	1,548	644	220	455	412	464	**5,783**	1,951	423	1,806	751	257	530	481	541	**6,740**	2,283	495	2,109	877	300	619	562	631	**7,876**
10	1,102	241	1,138	544	168	345	287	369	**4,280**	1,016	206	970	464	143	294	244	311	**3,647**	1,087	220	1,038	496	153	314	261	333	**3,902**	1,263	256	1,206	577	178	365	304	387	**4,535**	1,469	298	1,407	673	207	426	354	451	**5,286**	1,720	348	1,643	786	242	497	414	527	**6,176**
11	1,038	191	1,033	469	134	300	209	289	**3,663**	884	163	880	400	114	255	178	247	**3,121**	946	174	942	428	122	273	190	264	**3,340**	1,100	202	1,094	497	142	318	221	307	**3,881**	1,279	236	1,276	580	166	370	258	358	**4,524**	1,497	276	1,491	677	194	432	301	418	**5,286**
12	1,125	220	1,095	540	140	346	250	310	**4,037**	959	188	933	460	127	295	213	264	**3,439**	1,026	201	998	492	136	316	228	283	**3,680**	1,192	233	1,160	572	158	367	265	329	**4,277**	1,387	272	1,353	667	185	428	309	383	**4,985**	1,624	318	1,580	779	216	500	361	448	**5,825**
13	1,321	278	1,247	555	184	362	322	401	**4,670**	1,126	237	1,062	473	156	309	274	342	**3,979**	1,204	263	1,137	506	167	330	294	366	**4,258**	1,400	295	1,321	588	194	384	341	425	**4,948**	1,629	344	1,541	686	227	448	398	496	**5,767**	1,906	401	1,799	801	265	523	465	579	**6,739**
14	1,169	248	1,113	586	179	374	295	355	**4,317**	996	211	948	499	152	318	251	302	**3,678**	1,066	226	1,015	534	163	341	269	323	**3,936**	1,239	262	1,179	621	189	396	312	376	**4,575**	1,441	306	1,376	724	221	462	364	438	**5,332**	1,687	357	1,606	846	258	539	425	512	**6,230**
15	1,106	223	857	430	125	389	246	433	**3,808**	942	190	730	366	106	331	209	369	**3,244**	1,008	203	781	392	114	355	224	395	**3,472**	1,172	236	908	456	132	412	260	459	**4,035**	1,363	275	1,059	532	154	481	304	535	**4,703**	1,596	322	1,236	621	180	561	355	625	**5,495**
16	1,127	257	996	690	137	512	281	334	**4,332**	960	219	848	588	117	436	239	285	**3,891**	1,027	234	908	629	125	466	256	305	**3,950**	1,194	272	1,055	731	145	542	297	354	**4,590**	1,389	318	1,230	853	169	632	347	413	**5,351**	1,626	371	1,437	996	197	738	405	482	**6,252**
17	1,079	211	1,002	554	148	379	249	305	**3,927**	919	179	854	472	126	323	212	260	**3,346**	984	192	914	505	135	346	227	278	**3,581**	1,143	223	1,062	587	157	402	264	323	**4,161**	1,330	260	1,238	685	183	469	307	376	**4,850**	1,557	304	1,446	800	214	547	359	440	**5,667**
18	1,217	247	1,149	509	161	325	285	389	**4,282**	1,037	210	979	434	137	277	243	332	**3,648**	1,110	225	1,048	464	147	296	260	355	**3,904**	1,290	261	1,217	539	171	344	302	412	**4,537**	1,500	305	1,420	629	199	401	353	481	**5,288**	1,756	356	1,658	734	233	469	412	562	**6,179**
19	1,238	251	1,168	517	166	348	301	389	**4,369**	1,055	214	995	440	142	296	256	324	**3,723**	1,129	229	1,066	471	152	317	274	347	**3,984**	1,312	266	1,237	547	176	369	318	403	**4,630**	1,536	311	1,443	639	206	430	371	470	**5,396**	1,786	363	1,685	746	240	502	434	549	**6,305**
20	1,062	200	781	351	121	360	212	405	**3,493**	905	170	666	299	103	307	181	345	**2,976**	969	182	712	320	110	329	193	369	**3,184**	1,126	212	828	372	128	382	225	429	**3,701**	1,310	247	966	434	149	445	262	500	**4,313**	1,533	288	1,128	507	174	520	306	584	**5,040**
21	1,351	278	1,226	534	174	352	325	412	**4,653**	1,151	237	1,045	455	148	300	277	351	**3,964**	1,232	253	1,118	487	159	321	296	375	**4,242**	1,432	294	1,299	566	185	373	344	436	**4,930**	1,696	343	1,515	660	215	435	402	509	**5,746**	1,950	401	1,770	771	252	508	469	594	**6,714**
22	1,094	229	932	470	124	309	217	265	**3,639**	932	195	794	401	106	263	185	226	**3,101**	997	209	850	429	113	282	198	241	**3,318**	1,159	243	988	498	131	327	230	280	**3,856**	1,348	283	1,152	581	153	382	268	327	**4,494**	1,578	330	1,345	678	179	446	313	382	**5,252**

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A.
b. Per capita expenditure derived from Experian MMG3 data (2017 report)
c. Population derived from Experian MMG3 data (2017 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Stud
Nexus Planning

Table 8: Total comparison goods expenditure availab

Zone	Comparison goods expenditure (£m 2017									Comparison goods expenditure (£m 2021								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	58.4	10.6	53.7	22.0	7.9	15.1	11.6	16.2	**195.5**	64.4	11.7	59.3	24.2	8.7	16.6	12.8	17.8	**215.5**
2	45.1	8.0	44.8	18.6	5.9	12.7	8.8	12.8	**156.7**	49.8	8.8	49.4	20.5	6.5	14.0	9.7	14.2	**172.8**
3	21.3	4.4	20.4	8.8	3.0	5.8	5.0	6.5	**75.2**	23.6	4.9	22.6	9.7	3.3	6.5	5.6	7.3	**83.3**
4	16.3	3.4	14.9	6.2	2.0	4.3	3.9	4.8	**55.7**	18.1	3.7	16.5	6.8	2.2	4.7	4.3	5.3	**61.7**
5	35.1	6.3	33.9	13.9	4.3	9.8	6.9	9.5	**119.7**	38.9	7.0	37.5	15.4	4.8	10.9	7.6	10.5	**132.7**
6	23.4	4.9	22.8	10.2	3.5	6.9	5.7	7.2	**84.7**	26.0	5.4	25.3	11.3	3.9	7.6	6.3	8.0	**93.8**
7	27.9	5.5	27.2	11.4	3.8	7.6	6.6	9.1	**99.2**	30.6	6.0	29.8	12.5	4.2	8.3	7.2	10.0	**108.7**
8	35.2	7.3	31.6	14.1	4.1	10.3	7.8	11.3	**121.6**	38.6	8.0	34.6	15.4	4.4	11.3	8.6	12.4	**133.3**
9	21.8	4.7	20.1	8.4	2.9	5.9	5.4	6.0	**75.2**	23.9	5.2	22.1	9.2	3.1	6.5	5.9	6.6	**82.4**
10	24.2	4.9	23.1	11.1	3.4	7.0	5.8	7.4	**87.0**	26.6	5.4	25.4	12.1	3.7	7.7	6.4	8.1	**95.4**
11	58.9	10.8	58.7	26.7	7.6	17.0	11.8	16.4	**208.0**	65.6	12.1	65.3	29.7	8.5	18.9	13.2	18.3	**231.5**
12	36.4	7.1	35.4	17.5	4.8	11.2	8.1	10.0	**130.7**	40.5	7.9	39.5	19.5	5.4	12.5	9.0	11.2	**145.4**
13	28.4	6.0	26.8	11.9	3.9	7.8	6.9	8.6	**100.4**	31.6	6.7	29.8	13.3	4.4	8.7	7.7	9.6	**111.7**
14	14.5	3.1	13.8	7.3	2.2	4.6	3.7	4.4	**53.6**	16.2	3.4	15.4	8.1	2.5	5.2	4.1	4.9	**59.7**
18	98.9	20.1	93.4	41.3	13.1	26.4	23.2	31.6	**348.0**	108.9	22.1	102.8	45.6	14.4	29.1	25.5	34.8	**383.3**
19	37.0	7.5	34.9	15.4	5.0	10.4	9.0	11.4	**130.6**	40.8	8.3	38.5	17.0	5.5	11.5	9.9	12.5	**143.9**
21	39.2	8.1	35.6	15.5	5.1	10.2	9.4	11.9	**135.0**	43.2	8.9	39.2	17.1	5.6	11.3	10.4	13.2	**148.7**
Inner Study Area Tota	622.1	122.7	591.0	260.2	82.5	173.0	139.6	185.4	**2,176.7**	687.1	135.5	652.8	287.4	91.1	191.1	154.2	204.7	**2,404.0**
15	190.2	38.3	147.3	74.0	21.4	66.9	42.3	74.4	**654.7**	211.7	42.7	164.0	82.3	23.8	74.4	47.1	82.9	**728.8**
16	48.3	11.0	42.7	29.6	5.9	21.9	12.0	14.3	**185.6**	53.3	12.2	47.1	32.6	6.5	24.2	13.3	15.8	**204.9**
17	90.8	17.7	84.3	46.6	12.5	31.9	20.9	25.6	**330.4**	102.5	20.0	95.1	52.6	14.1	36.0	23.6	28.9	**372.8**
20	181.2	34.1	133.2	59.9	20.6	61.4	36.1	69.0	**595.5**	203.1	38.2	149.4	67.2	23.1	68.9	40.5	77.4	**667.7**
22	58.0	12.1	49.5	24.9	6.6	16.4	11.5	14.0	**193.1**	64.9	13.6	55.3	27.9	7.4	18.3	12.9	15.7	**216.0**
Total	1,190.5	235.9	1,048.0	495.2	149.4	371.6	262.5	382.9	4,136.0	1,322.5	262.1	1,163.7	550.1	165.9	413.0	291.5	425.4	4,594.3

Zone	Comparison goods expenditure (£m 2026									Comparison goods expenditure (£m 2031								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	77.6	14.1	71.4	29.2	10.5	20.1	15.4	21.5	**259.7**	93.5	17.0	86.2	35.3	12.7	24.2	18.6	26.0	**313.5**
2	60.0	10.6	59.5	24.7	7.8	16.9	11.7	17.1	**208.3**	72.3	12.9	71.8	29.9	9.4	20.4	14.2	20.6	**251.4**
3	28.6	5.9	27.4	11.8	4.0	7.9	6.8	8.8	**101.0**	34.6	7.2	33.2	14.3	4.8	9.5	8.2	10.7	**122.6**
4	21.9	4.5	20.0	8.3	2.7	5.7	5.2	6.5	**74.8**	26.6	5.5	24.3	10.1	3.3	7.0	6.3	7.8	**90.8**
5	47.2	8.5	45.5	18.7	5.8	13.2	9.2	12.7	**160.9**	57.1	10.3	55.3	22.7	7.1	16.1	11.2	15.5	**195.3**
6	31.5	6.6	30.7	13.7	4.7	9.2	7.7	9.7	**113.8**	38.2	8.0	37.3	16.7	5.7	11.2	9.3	11.8	**138.1**
7	36.6	7.2	35.6	15.0	5.0	9.9	8.6	12.0	**130.0**	43.8	8.7	42.7	17.9	6.1	11.9	10.3	14.4	**155.9**
8	46.2	9.5	41.4	18.5	5.3	13.5	10.2	14.8	**159.5**	55.2	11.4	49.7	22.2	6.4	16.1	12.3	17.8	**191.1**
9	28.6	6.2	26.4	11.0	3.8	7.7	7.0	7.9	**98.6**	34.2	7.4	31.7	13.2	4.5	9.3	8.4	9.5	**118.2**
10	31.8	6.4	30.3	14.5	4.5	9.2	7.6	9.7	**114.1**	38.0	7.7	36.4	17.4	5.4	11.0	9.2	11.7	**136.8**
11	79.9	14.7	79.5	36.1	10.3	23.1	16.1	22.3	**282.0**	97.2	17.9	97.0	44.1	12.6	28.1	19.6	27.2	**343.8**
12	49.4	9.7	48.1	23.7	6.6	15.2	11.0	13.6	**177.1**	60.1	11.8	58.6	28.9	8.0	18.5	13.4	16.6	**215.9**
13	38.5	8.1	36.3	16.2	5.3	10.6	9.4	11.7	**136.1**	46.8	9.9	44.3	19.7	6.5	12.9	11.4	14.3	**165.9**
14	19.7	4.2	18.7	9.9	3.0	6.3	5.0	6.0	**72.7**	23.9	5.1	22.9	12.0	3.7	7.7	6.0	7.3	**88.6**
18	131.1	26.6	123.8	54.8	17.4	35.0	30.7	41.9	**461.4**	157.8	32.1	149.4	66.1	21.0	42.2	37.1	50.6	**556.3**
19	49.1	10.0	46.3	20.5	6.6	13.8	11.9	15.1	**173.2**	59.1	12.0	55.9	24.7	8.0	16.6	14.4	18.2	**208.9**
21	50.2	10.3	45.5	19.8	6.5	13.1	12.1	15.3	**172.8**	58.4	12.0	53.1	23.1	7.5	15.3	14.1	17.8	**201.4**
Inner Study Area Tota	827.7	163.1	786.5	346.4	109.8	230.3	185.7	246.6	**2,896.0**	996.9	197.0	949.8	418.4	132.6	278.1	224.2	297.7	**3,494.5**
15	256.4	51.7	198.6	99.7	28.9	90.2	57.0	100.4	**882.8**	309.3	62.5	240.1	120.6	34.9	109.0	68.9	121.4	**1,066.6**
16	64.2	14.6	56.7	39.3	7.8	29.1	16.0	19.0	**246.8**	77.1	17.6	68.3	47.4	9.4	35.1	19.2	22.9	**297.0**
17	126.1	24.6	117.1	64.8	17.3	44.3	29.1	35.6	**459.0**	153.7	30.1	143.1	79.1	21.2	54.2	35.5	43.5	**560.4**
20	236.0	44.4	173.6	78.0	26.8	80.1	47.1	89.9	**775.9**	274.6	51.8	202.5	91.0	31.3	93.4	54.9	104.9	**904.3**
22	75.4	15.8	64.3	32.4	8.6	21.3	14.9	18.3	**251.1**	87.8	18.4	75.0	37.8	10.0	24.9	17.4	21.3	**292.6**
Total	1,585.9	314.3	1,396.8	660.7	199.1	495.3	349.8	509.8	5,511.6	1,899.4	377.3	1,678.8	794.3	239.3	594.6	420.2	611.6	6,615.4

Zone	Comparison goods expenditure (£m 2036									Comparison goods growth (£m)			
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2017-2021	2017-2026	2017-2031	2017-2036
1	113.2	20.6	104.2	42.6	15.3	29.3	22.5	31.4	**379.0**	20.1	64.3	118.1	183.5
2	87.5	15.5	86.8	36.1	11.3	24.6	17.1	24.9	**303.9**	16.1	51.6	94.7	147.2
3	42.1	8.7	40.4	17.4	5.9	11.6	10.0	13.0	**149.0**	8.2	25.9	47.5	73.9
4	32.3	6.7	29.5	12.2	4.0	8.4	7.7	9.5	**110.4**	6.0	19.2	35.2	54.7
5	69.6	12.6	67.1	27.6	8.6	19.5	13.6	18.8	**237.4**	13.0	41.2	75.6	117.7
6	46.4	9.7	45.3	20.3	6.9	13.6	11.3	14.3	**167.9**	9.2	29.1	53.5	83.2
7	52.7	10.4	51.3	21.5	7.3	14.3	12.4	17.3	**187.2**	9.5	30.8	56.7	88.0
8	66.5	13.7	59.7	26.6	7.6	19.4	14.8	21.4	**229.6**	11.7	37.8	69.5	107.9
9	41.1	8.9	38.0	15.8	5.4	11.2	10.1	11.4	**141.9**	7.2	23.4	43.0	66.7
10	45.7	9.3	43.7	20.9	6.4	13.2	11.0	14.0	**164.3**	8.3	27.1	49.8	77.2
11	118.8	21.9	118.2	53.7	15.4	34.3	23.9	33.1	**419.3**	23.5	74.0	135.7	211.3
12	73.4	14.4	71.4	35.2	9.8	22.6	16.3	20.2	**263.4**	14.8	46.5	85.3	132.7
13	57.2	12.0	54.0	24.0	8.0	15.7	14.0	17.4	**202.4**	11.3	35.7	65.5	102.0
14	29.3	6.2	27.9	14.7	4.5	9.4	7.4	8.9	**108.0**	6.1	19.1	35.0	54.4
18	190.9	38.7	180.2	79.8	25.3	50.9	44.7	61.0	**671.7**	35.4	113.4	208.3	323.7
19	71.5	14.5	67.4	29.8	9.6	20.1	17.3	22.0	**252.2**	13.3	42.6	78.2	121.5
21	68.3	14.1	62.0	27.0	8.8	17.8	16.4	20.8	**235.3**	13.7	37.8	66.4	100.4
Inner Study Area Tota	1,206.7	237.8	1,147.1	505.3	160.1	335.9	270.6	359.3	**4,222.7**	227.3	719.3	1,317.8	2,046.1
15	373.5	75.3	289.3	145.2	42.1	131.3	83.0	146.2	**1,285.8**	74.1	228.1	411.9	631.1
16	92.9	21.2	82.1	56.9	11.3	42.2	23.1	27.6	**357.4**	19.3	61.2	111.4	171.7
17	187.3	36.6	173.9	96.2	25.7	65.8	43.2	52.9	**681.6**	42.4	128.6	230.0	351.2
20	321.5	60.5	236.4	106.3	36.5	109.0	64.1	122.4	**1,056.8**	72.2	180.4	308.8	461.3
22	102.7	21.5	87.6	44.2	11.6	29.0	20.4	24.9	**341.9**	22.9	58.0	99.5	148.8
Total	2,284.6	452.8	2,016.4	954.1	287.3	713.3	504.4	733.3	7,946.2	458.3	1,375.6	2,479.4	3,810.2

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A.
b. Per capita expenditure derived from Experian MMG3 data (2017 report)
c. Population derived from Experian MMG3 data (2017 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 9: Clothing & footwear shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	**Total Clothing (%)**	**Zone 1 Clothing (%)**	**Zone 2 Clothing (%)**	**Zone 3 Clothing (%)**	**Zone 4 Clothing (%)**	**Zone 5 Clothing (%)**	**Zone 6 Clothing (%)**	**Zone 7 Clothing (%)**	**Zone 8 Clothing (%)**	**Zone 9 Clothing (%)**	**Zone 10 Clothing (%)**	**Zone 11 Clothing (%)**	**Zone 12 Clothing (%)**	**Zone 13 Clothing (%)**	**Zone 14 Clothing (%)**	**Zone 18 Clothing (%)**	**Zone 19 Clothing (%)**	**Zone 21 Clothing (%)**	***Inner Study Area***	**Zone 15 Clothing (%)**	**Zone 16 Clothing (%)**	**Zone 17 Clothing (%)**	**Zone 20 Clothing (%)**	**Zone 22 Clothing (%)**
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**1.00%**	8.93%	0.66%	4.00%	0.83%	0.00%	0.00%	6.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.94%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.37%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.96%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**24.55%**	81.93%	80.80%	68.65%	27.13%	26.61%	0.76%	64.10%	81.49%	59.56%	55.72%	13.80%	10.39%	10.14%	6.49%	9.31%	1.23%	1.73%		26.11%	2.53%	0.91%	18.52%	2.60%
Others, Zone 1	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**25.96%**	**90.86%**	**81.45%**	**72.65%**	**27.95%**	**26.61%**	**0.76%**	**79.12%**	**81.49%**	**59.56%**	**59.26%**	**13.80%**	**11.10%**	**10.14%**	**6.49%**	**10.58%**	**1.23%**	**1.73%**		**27.01%**	**2.53%**	**0.91%**	**19.46%**	**2.60%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.01%**	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.07%**	0.00%	0.00%	1.02%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.05%**	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**1.02%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**2.08%**	0.00%	0.66%	2.37%	3.54%	27.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.87%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.11%**	0.00%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.18%**	0.00%	0.00%	0.00%	3.25%	2.28%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.16%**	0.00%	0.00%	0.00%	0.00%	3.77%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.53%**	**0.00%**	**0.66%**	**2.37%**	**6.79%**	**36.65%**	**2.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**5.87%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	5.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.31%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.10%	0.00%	10.49%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.10%**	**0.00%**	**10.49%**	**0.90%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**9.98%**	0.00%	3.72%	0.00%	0.00%	0.74%	1.44%	0.72%	3.56%	1.89%	12.93%	71.91%	58.12%	37.51%	15.22%	11.63%	0.92%	2.14%		0.00%	26.12%	1.87%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.14%**	**0.00%**	**3.72%**	**0.00%**	**0.00%**	**0.74%**	**1.44%**	**0.72%**	**3.56%**	**1.89%**	**12.93%**	**72.56%**	**61.07%**	**37.51%**	**15.98%**	**11.63%**	**0.92%**	**2.14%**		**0.00%**	**26.12%**	**1.87%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**0.77%**	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.86%	1.96%	22.09%	1.78%	0.00%	0.00%	0.00%		0.00%	6.75%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.77%**	**0.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.86%**	**1.96%**	**22.09%**	**1.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.08%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	2.12%	0.00%	0.00%	0.00%
Others, Zone 14	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.12%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**0.39%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
St. Albans City Centre	**5.33%**	1.72%	1.28%	0.00%	2.43%	2.28%	3.41%	0.68%	0.00%	0.00%	4.15%	5.29%	1.46%	2.03%	0.73%	37.02%	23.13%	32.67%		0.00%	0.00%	0.00%	0.00%	0.66%
Others, Zone 18	**0.04%**	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.75%**	**1.72%**	**1.94%**	**0.00%**	**2.43%**	**2.28%**	**3.41%**	**0.68%**	**0.00%**	**0.00%**	**4.15%**	**5.29%**	**1.46%**	**2.03%**	**1.74%**	**41.75%**	**23.13%**	**32.67%**		**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.66%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**5.94%**	0.00%	0.63%	8.89%	40.43%	20.12%	45.61%	2.08%	0.00%	2.21%	9.42%	2.56%	6.45%	4.11%	1.74%	7.23%	21.45%	11.48%		1.80%	1.03%	0.00%	6.83%	1.07%
Cuffley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.95%**	**0.00%**	**0.63%**	**8.89%**	**40.43%**	**20.12%**	**45.61%**	**2.08%**	**0.00%**	**2.21%**	**9.42%**	**2.56%**	**6.45%**	**4.11%**	**2.49%**	**7.23%**	**21.45%**	**11.48%**		**1.80%**	**1.03%**	**0.00%**	**6.83%**	**1.07%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	6.68%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.71%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.68%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.1%**	**93.2%**	**88.4%**	**84.9%**	**78.9%**	**89.1%**	**60.9%**	**88.7%**	**85.7%**	**76.7%**	**88.4%**	**95.1%**	**82.8%**	**75.9%**	**29.9%**	**71.2%**	**50.1%**	**54.7%**		**28.8%**	**40.0%**	**2.8%**	**32.2%**	**4.3%**
Sub Total | Watford District	**26.0%**	90.9%	81.5%	72.7%	28.0%	26.6%	0.8%	79.1%	81.5%	59.6%	60.1%	13.8%	11.1%	10.1%	6.5%	10.6%	1.2%	1.7%		27.0%	2.5%	0.9%	19.5%	2.6%
Sub Total | Hertsmere District	**2.8%**	0.0%	0.7%	3.4%	8.1%	39.4%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%		0.0%	0.0%	0.0%	5.9%	0.0%
Sub Total | Three Rivers Borough	**0.4%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.7%	13.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.0%**	0.6%	3.7%	0.0%	0.0%	0.7%	1.4%	0.7%	3.6%	1.9%	13.8%	73.4%	63.0%	59.6%	19.2%	11.6%	0.9%	2.1%		0.0%	35.0%	1.9%	0.0%	0.0%
Sub Total | St Albans City & District	**11.9%**	1.7%	2.6%	8.9%	42.9%	22.4%	49.0%	2.8%	0.0%	2.2%	13.6%	7.8%	8.6%	6.1%	4.2%	49.0%	44.6%	50.8%		1.8%	2.5%	0.0%	6.8%	1.7%

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)	Zone 18 Clothing (%)	Zone 19 Clothing (%)	Zone 21 Clothing (%)	*Inner Study Area*	Zone 15 Clothing (%)	Zone 16 Clothing (%)	Zone 17 Clothing (%)	Zone 20 Clothing (%)	Zone 22 Clothing (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.89%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		12.65%	0.00%	0.00%	18.07%	0.00%
Hatch End Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	**0.54%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.69%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.43%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.06%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**19.40%**	**0.00%**	**0.00%**	**18.07%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**0.29%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.88%	0.00%		0.00%	6.35%	0.00%	0.00%	0.00%
Others, Zone 16	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.30%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.49%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**6.35%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**0.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	5.96%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**0.26%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%		0.00%	0.00%	2.78%	0.00%	0.00%
Others, Zone 17	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**		**0.00%**	**0.00%**	**8.73%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**0.78%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.62%	0.00%
Edgware District Centre	**1.49%**	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.98%	0.00%
Stanmore District Centre	**0.30%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.80%	0.00%
Wealdstone Local Centre	**0.15%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.72%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**16.29%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.60%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.60%**
Sub-total Study Area	**62.0%**	**93.2%**	**88.4%**	**84.9%**	**79.8%**	**89.1%**	**61.9%**	**88.7%**	**91.1%**	**79.2%**	**88.4%**	**95.1%**	**83.8%**	**76.9%**	**29.9%**	**71.2%**	**50.9%**	**55.8%**		**48.2%**	**46.4%**	**11.5%**	**66.5%**	**6.9%**
Outside Study Area																								
Amersham Town Centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.92%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%		0.00%	2.48%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**1.64%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	35.46%	0.00%	0.00%	0.00%		0.00%	24.18%	4.00%	0.00%	0.00%
Beaconsfield Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**2.66%**	0.00%	2.16%	1.02%	8.16%	7.26%	1.44%	0.72%	1.85%	0.92%	3.30%	0.86%	0.00%	0.00%	0.00%	0.00%	2.45%	1.02%		0.00%	0.00%	0.00%	11.36%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.60%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**7.21%**	5.04%	0.00%	7.05%	4.82%	1.54%	3.73%	5.20%	2.06%	7.65%	0.00%	0.65%	0.00%	13.58%	2.24%	3.09%	5.43%	5.97%		18.25%	5.74%	0.00%	15.79%	2.61%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.94%	0.00%
Gerrards Cross Town Centre	**0.06%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.09%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**0.77%**	0.00%	0.00%	0.00%	0.00%	0.00%	3.88%	0.00%	0.69%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	4.41%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	1.92%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	1.02%		3.42%	5.17%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.14%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.01%**	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%	0.00%	0.00%	0.00%	6.22%		0.00%	0.00%	7.14%	0.00%	14.55%
Marlow Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.42%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Milton Keynes Town Centre	**5.69%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	2.21%	1.38%	15.19%	0.91%	0.92%	1.07%		0.00%	9.67%	53.63%	0.00%	8.02%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.61%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	5.24%		0.00%	0.00%	4.59%	0.00%	0.66%
Monkswood Retail Park, Elder Way, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.63%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, London Road, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**1.34%**	0.00%	0.00%	0.00%	0.00%	2.06%	2.48%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	1.43%		0.00%	0.00%	0.00%	0.90%	15.57%
The Galleria Outlet, Comet Way, Hatfield	**1.67%**	0.00%	7.30%	0.00%	0.79%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	8.33%	0.00%	0.00%	5.99%	2.36%	1.02%		0.00%	1.45%	0.00%	0.90%	4.93%
Uxbridge Town Centre	**3.25%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	2.34%	3.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.83%	1.45%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**4.49%**	0.59%	0.00%	2.03%	3.77%	0.00%	17.66%	0.00%	0.96%	0.00%	0.90%	0.00%	0.00%	1.04%	0.00%	7.51%	19.28%	18.09%		0.00%	0.00%	0.00%	0.90%	35.53%
Others, outside study area	**3.75%**	0.59%	1.53%	3.97%	0.79%	0.00%	1.44%	2.08%	0.00%	5.65%	0.90%	0.65%	2.25%	1.04%	15.23%	0.00%	4.42%	2.14%		6.48%	2.07%	17.26%	0.90%	5.84%
Abroad	**0.70%**	0.59%	0.63%	0.00%	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	1.80%	0.00%	0.00%	0.99%	0.00%	1.87%	2.10%	1.02%		0.00%	0.00%	1.87%	0.90%	0.66%
Sub Total outside Study Area	**38.0%**	**6.8%**	**11.6%**	**15.1%**	**20.3%**	**10.9%**	**38.1%**	**11.3%**	**8.9%**	**20.8%**	**11.6%**	**4.9%**	**16.2%**	**23.2%**	**70.1%**	**28.8%**	**49.1%**	**44.2%**		**51.8%**	**53.6%**	**88.5%**	**33.5%**	**93.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Study Area		Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)	Zone 18 Clothing (£m)	Zone 19 Clothing (£m)	Zone 21 Clothing (£m)						
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£11.7**	£5.2	£0.3	£0.9	£0.1	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.3***	£1.7	£0.0	£0.0	£1.7	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£4.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£298.7**	£47.8	£36.5	£14.6	£4.4	£9.3	£0.2	£17.9	£28.7	£13.0	£13.5	£8.1	£3.8	£2.9	£0.9	£9.2	£0.5	£0.7	***£212.0***	£49.7	£1.2	£0.8	£33.5	£1.5
Others, Zone 1	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£315.2**	**£53.0**	**£36.8**	**£15.4**	**£4.6**	**£9.3**	**£0.2**	**£22.1**	**£28.7**	**£13.0**	**£14.4**	**£8.1**	**£4.0**	**£2.9**	**£0.9**	**£10.5**	**£0.5**	**£0.7**	***£225.1***	**£51.4**	**£1.2**	**£0.8**	**£35.3**	**£1.5**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.7**	£0.0	£0.0	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£21.7**	£0.0	£0.3	£0.5	£0.6	£9.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.0***	£0.0	£0.0	£0.0	£10.6	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£1.1**	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£2.0**	£0.0	£0.0	£0.0	£0.5	£0.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£26.3**	**£0.0**	**£0.3**	**£0.5**	**£1.1**	**£12.9**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£15.7***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£2.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£110.7**	£0.0	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.1	£42.4	£21.2	£10.7	£2.2	£11.5	£0.3	£0.8	***£96.4***	£0.0	£12.6	£1.7	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£112.2**	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.3**	**£0.3**	**£0.2**	**£1.3**	**£0.4**	**£3.1**	**£42.8**	**£22.2**	**£10.7**	**£2.3**	**£11.5**	**£0.3**	**£0.8**	***£97.9***	**£0.0**	**£12.6**	**£1.7**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£11.6**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.7	£6.3	£0.3	£0.0	£0.0	£0.0	***£8.3***	£0.0	£3.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.6**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.7**	**£6.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£8.3***	**£0.0**	**£3.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	***£4.7***	£0.0	£0.7	£0.0	£0.0	£0.0
St. Albans City Centre	**£67.5**	£1.0	£0.6	£0.0	£0.4	£0.8	£0.8	£0.2	£0.0	£0.0	£1.0	£3.1	£0.5	£0.6	£0.1	£36.6	£8.6	£12.8	***£67.1***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£0.4**	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£73.3**	**£1.0**	**£0.9**	**£0.0**	**£0.4**	**£0.8**	**£0.8**	**£0.2**	**£0.0**	**£0.0**	**£1.0**	**£3.1**	**£0.5**	**£0.6**	**£0.3**	**£41.3**	**£8.6**	**£12.8**	***£72.2***	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.4**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£71.6**	£0.0	£0.3	£1.9	£6.6	£7.1	£10.7	£0.6	£0.0	£0.5	£2.3	£1.5	£2.3	£1.2	£0.3	£7.1	£7.9	£4.5	***£54.7***	£3.4	£0.5	£0.0	£12.4	£0.6
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£71.7**	**£0.0**	**£0.3**	**£1.9**	**£6.6**	**£7.1**	**£10.7**	**£0.6**	**£0.0**	**£0.5**	**£2.3**	**£1.5**	**£2.3**	**£1.2**	**£0.4**	**£7.1**	**£7.9**	**£4.5**	***£54.8***	**£3.4**	**£0.5**	**£0.0**	**£12.4**	**£0.6**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.6	***£2.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.6**	***£2.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£623.7**	**£54.4**	**£39.9**	**£18.1**	**£12.9**	**£31.3**	**£14.3**	**£24.8**	**£30.2**	**£16.7**	**£21.4**	**£56.0**	**£30.1**	**£21.5**	**£4.3**	**£70.4**	**£18.5**	**£21.4**	***£486.3***	**£54.8**	**£19.3**	**£2.5**	**£58.2**	**£2.5**
Sub Total | Watford District	**£315.4**	£53.0	£36.8	£15.4	£4.6	£9.3	£0.2	£22.1	£28.7	£13.0	£14.6	£8.1	£4.0	£2.9	£0.9	£10.5	£0.5	£0.7	***£225.3***	£51.4	£1.2	£0.8	£35.3	£1.5
Sub Total | Hertsmere District	**£29.8**	£0.0	£0.3	£0.7	£1.3	£13.8	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£19.2***	£0.0	£0.0	£0.0	£10.6	£0.0
Sub Total | Three Rivers Borough	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.2	£2.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£5.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£125.0**	£0.3	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.3	£43.3	£23.0	£16.9	£2.8	£11.5	£0.3	£0.8	***£106.4***	£0.0	£16.9	£1.7	£0.0	£0.0
Sub Total | St Albans City & District	**£147.9**	£1.0	£1.2	£1.9	£7.0	£7.9	£11.5	£0.8	£0.0	£0.5	£3.3	£4.6	£3.1	£1.7	£0.6	£48.4	£16.5	£19.9	***£129.9***	£3.4	£1.2	£0.0	£12.4	£1.0

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)	Zone 18 Clothing (£m)	Zone 19 Clothing (£m)	Zone 21 Clothing (£m)	*Inner Study Area*	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£58.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£24.1	£0.0	£0.0	£32.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£7.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£7.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£71.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.9***	**£36.9**	**£0.0**	**£0.0**	**£32.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	***£0.9***	£0.0	£3.1	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.1***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£5.4	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£2.5	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	***£0.8***	**£0.0**	**£0.0**	**£7.9**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£8.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£8.4	£0.0
Edgware District Centre	**£16.4**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£16.3	£0.0
Stanmore District Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£3.3	£0.0
Wealdstone Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£29.9**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£739.5**	**£54.4**	**£39.9**	**£18.1**	**£13.0**	**£31.3**	**£14.5**	**£24.8**	**£32.1**	**£17.3**	**£21.4**	**£56.0**	**£30.5**	**£21.8**	**£4.3**	**£70.4**	**£18.9**	**£21.9**	***£490.5***	**£91.7**	**£22.4**	**£10.4**	**£120.5**	**£4.0**
Outside Study Area																								
Amersham Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.7***	£0.0	£1.2	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£20.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£5.1	£0.0	£0.0	£0.0	***£5.4***	£0.0	£11.7	£3.6	£0.0	£0.0
Beaconsfield Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£29.6**	£0.0	£1.0	£0.2	£1.3	£2.5	£0.3	£0.2	£0.7	£0.2	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	***£9.1***	£0.0	£0.0	£0.0	£20.6	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.7	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£90.1**	£2.9	£0.0	£1.5	£0.8	£0.5	£0.9	£1.5	£0.7	£1.7	£0.0	£0.4	£0.0	£3.9	£0.3	£3.1	£2.0	£2.3	***£22.5***	£34.7	£2.8	£0.0	£28.6	£1.5
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£1.7	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£9.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£4.4	£1.3	£0.0	***£8.1***	£0.0	£0.0	£0.0	£0.0	£1.1
Hatterswaty Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	***£0.7***	£6.5	£2.5	£0.0	£0.0	£0.0
Hitchin Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.2
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£18.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£2.4	***£3.1***	£0.0	£0.0	£6.5	£0.0	£8.4
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£5.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£1.6	£0.0
Milton Keynes Town Centre	**£63.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8	£0.4	£2.2	£0.9	£0.3	£0.4	***£5.8***	£0.0	£4.7	£48.7	£0.0	£4.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£6.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.1	***£2.3***	£0.0	£0.0	£4.2	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.7	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£13.6**	£0.0	£0.0	£0.0	£0.0	£0.7	£0.6	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.6	***£2.9***	£0.0	£0.0	£0.0	£1.6	£9.0
The Galleria Outlet, Comet Way, Hatfield	**£19.4**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£5.9	£0.9	£0.4	***£14.2***	£0.0	£0.7	£0.0	£1.6	£2.9
Uxbridge Town Centre	**£44.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£41.5	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£50.3**	£0.3	£0.0	£0.4	£0.6	£0.0	£4.1	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£7.4	£7.1	£7.1	***£28.0***	£0.0	£0.0	£0.0	£1.6	£20.6
Others, outside study area	**£44.6**	£0.3	£0.7	£0.8	£0.1	£0.0	£0.3	£0.6	£0.0	£1.2	£0.2	£0.4	£0.8	£0.3	£2.2	£0.0	£1.6	£0.8	***£10.6***	£12.3	£1.0	£15.7	£1.6	£3.4
Abroad	**£8.4**	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.3	£0.0	£1.8	£0.8	£0.4	***£4.7***	£0.0	£0.0	£1.7	£1.6	£0.4
Sub Total outside Study Area	**£451.0**	**£4.0**	**£5.2**	**£3.2**	**£3.3**	**£3.8**	**£8.9**	**£3.2**	**£3.1**	**£4.5**	**£2.8**	**£2.9**	**£5.9**	**£6.6**	**£10.2**	**£28.5**	**£18.2**	**£17.3**	***£131.7***	**£98.5**	**£25.9**	**£80.3**	**£60.7**	**£54.0**
Total (rounded)	**£1,190.6**	**£58.4**	**£45.1**	**£21.3**	**£16.3**	**£35.1**	**£23.4**	**£27.9**	**£35.2**	**£21.8**	**£24.2**	**£58.9**	**£36.4**	**£28.4**	**£14.5**	**£98.9**	**£37.0**	**£39.2**	***£622.2***	**£190.2**	**£48.3**	**£90.8**	**£181.2**	**£58.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Inner Study Area*	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)		Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**13.58%**	88.05%	51.19%	80.57%	12.28%	12.39%	0.00%	33.51%	59.80%	20.23%	31.01%	0.00%	6.20%	2.12%	3.48%	8.00%	0.00%	0.00%		6.77%	3.93%	0.00%	4.47%	0.00%
Others, Zone 1	**0.32%**	3.14%	0.00%	4.80%	0.00%	0.00%	0.00%	5.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.02%**	**91.19%**	**51.19%**	**85.37%**	**12.28%**	**12.39%**	**0.00%**	**39.27%**	**59.80%**	**28.36%**	**31.01%**	**0.00%**	**6.20%**	**2.12%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**6.77%**	**3.93%**	**0.00%**	**4.47%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.47%**	1.57%	9.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.47%**	**1.57%**	**9.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.49%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**2.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.10%**	0.00%	0.00%	0.00%	20.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.02%**	0.00%	0.00%	0.00%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.12%**	**0.00%**	**0.00%**	**0.00%**	**24.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**1.16%**	0.00%	0.00%	2.45%	14.63%	26.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.05%**	0.00%	0.00%	2.45%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.75%**	0.00%	0.00%	0.00%	0.00%	27.94%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.01%**	**0.00%**	**0.00%**	**4.91%**	**18.60%**	**54.24%**	**4.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**1.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	42.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.45%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.53%**	0.00%	0.00%	0.00%	0.00%	0.00%	24.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.09%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**71.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.60%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	39.99%	0.00%	16.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**39.99%**	**0.00%**	**16.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.75%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.66%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**4.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.56%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	0.00%	32.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.88%**	**0.00%**	**32.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.85%**	**2.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**7.54%**	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	27.35%	77.91%	49.83%	13.09%	3.48%	8.00%	0.00%	0.00%		0.00%	3.93%	2.55%	3.13%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.32%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	4.62%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.78%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**30.83%**	**84.84%**	**51.86%**	**15.31%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**0.00%**	**3.93%**	**2.55%**	**3.13%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**2.97%**	0.00%	28.92%	2.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.15%	0.00%	8.34%	76.04%	33.87%	0.00%	0.00%	0.00%		0.00%	3.36%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.97%**	**0.00%**	**28.92%**	**2.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.15%**	**0.00%**	**8.34%**	**76.04%**	**33.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**3.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.40%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.78%	0.00%	0.00%	0.00%		0.00%	4.99%	0.00%	0.00%	0.00%
Others, Zone 14	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**15.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**4.99%**	**0.00%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**0.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.07%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	**9.14%**	0.00%	0.00%	0.00%	32.78%	3.90%	4.80%	3.03%	0.00%	0.00%	12.02%	4.51%	2.14%	2.12%	0.00%	71.32%	18.16%	6.23%		0.00%	0.00%	0.00%	0.00%	17.61%
Others, Zone 18	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.57%**	**0.00%**	**0.00%**	**0.00%**	**32.78%**	**3.90%**	**4.80%**	**3.03%**	**0.00%**	**0.00%**	**12.02%**	**4.51%**	**2.14%**	**2.12%**	**0.00%**	**75.38%**	**20.31%**	**6.23%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.61%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**0.84%**	0.00%	0.00%	0.00%	3.97%	6.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.26%	0.00%		0.00%	1.64%	0.00%	2.23%	1.38%
Cuffley Village Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**3.97%**	**6.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.27%**	**0.00%**		**0.00%**	**1.64%**	**0.00%**	**2.23%**	**1.38%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**3.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	0.00%	91.18%		0.00%	0.00%	0.00%	0.00%	1.45%
Sub-total	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.94%**	**0.00%**	**91.18%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**
Total | Inner Study Area	**47.0%**	**94.8%**	**89.7%**	**92.6%**	**91.9%**	**80.0%**	**81.3%**	**85.2%**	**82.1%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**95.6%**	**56.6%**	**93.3%**	**34.2%**	**97.4%**		**13.5%**	**17.8%**	**2.6%**	**12.1%**	**20.4%**
Sub Total | Watford District	**14.5%**	92.8%	60.7%	85.4%	12.3%	12.4%	0.0%	39.3%	59.8%	28.4%	31.0%	3.1%	6.2%	2.1%	3.5%	8.0%	0.0%	0.0%		6.8%	3.9%	0.0%	4.5%	0.0%
Sub Total | Hertsmere District	**4.3%**	2.1%	0.0%	4.9%	42.9%	54.2%	76.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%		2.3%	0.0%	0.0%	2.2%	0.0%
Sub Total | Three Rivers Borough	**3.1%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	22.3%	49.5%	11.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.5%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.4%**	0.0%	28.9%	2.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	38.0%	84.8%	60.2%	91.3%	53.1%	0.0%	0.0%	0.0%		0.0%	12.3%	2.6%	3.1%	0.0%
Sub Total | St Albans City & District	**13.7%**	0.0%	0.0%	0.0%	36.7%	10.6%	4.8%	3.0%	0.0%	0.0%	12.0%	4.5%	2.1%	2.1%	0.0%	77.3%	25.6%	97.4%		0.0%	1.6%	0.0%	2.2%	20.4%

Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9 Books etc (%)	Zone 10 Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)	Zone 18 Books etc (%)	Zone 19 Books etc (%)	Zone 21 Books etc (%)	*Inner Study Area*	Zone 15 Books etc (%)	Zone 16 Books etc (%)	Zone 17 Books etc (%)	Zone 20 Books etc (%)	Zone 22 Books etc (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.46%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.16%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.91%**	0.00%	0.00%	2.45%	0.00%	0.00%	0.00%	3.03%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.49%	0.00%	0.00%	12.06%	0.00%
Hatch End Local Centre	**0.38%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Pinner Village Centre	**2.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		17.03%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.65%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.92%**	**0.00%**	**0.00%**	**2.45%**	**0.00%**	**0.00%**	**0.00%**	**3.03%**	**3.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**43.19%**	**0.00%**	**0.00%**	**14.29%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**2.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	6.99%	0.00%	0.00%	0.00%		0.00%	33.18%	0.00%	0.00%	0.00%
Others, Zone 16	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Sub-total	**2.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.22%**	**6.99%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**35.47%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**1.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	22.56%	0.00%	1.38%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**1.98%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	25.00%	0.00%	0.00%
Others, Zone 17	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.43%	0.00%	0.00%
Sub-total	**4.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**49.99%**	**0.00%**	**1.38%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.09%	0.00%
Edgware District Centre	**6.44%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	37.58%	0.00%
Stanmore District Centre	**0.92%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.36%	0.00%
Wealdstone Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**62.03%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Sub-total Study Area	**72.8%**	**94.8%**	**89.7%**	**95.1%**	**91.9%**	**80.0%**	**85.6%**	**88.2%**	**85.9%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**97.8%**	**63.6%**	**93.3%**	**34.2%**	**97.4%**		**56.7%**	**53.3%**	**52.5%**	**88.4%**	**21.8%**
Outside Study Area																								
Amersham Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**2.58%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	0.00%	0.00%	0.00%	16.95%	0.00%	0.00%	0.00%		0.00%	29.27%	9.22%	0.00%	0.00%
Beaconsfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**5.68%**	3.06%	2.39%	2.45%	3.97%	17.08%	1.78%	5.76%	9.78%	14.90%	3.66%	3.08%	0.00%	2.22%	3.48%	2.71%	6.56%	0.00%		9.93%	5.56%	2.55%	9.38%	0.00%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**2.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	22.01%	0.00%		0.00%	0.00%	0.00%	0.00%	18.09%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.72%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.32%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.71%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	2.15%	2.60%		0.00%	0.00%	5.82%	0.00%	14.16%
Marlow Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.64%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	**2.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	25.00%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.45%
Roebuck Retail Park, London Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.89%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
The Galleria Outlet, Comet Way, Hatfield	**1.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.03%	11.60%	0.00%		0.00%	0.00%	0.00%	0.00%	8.56%
Uxbridge Town Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		22.53%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.33%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**1.84%**	0.00%	0.00%	0.00%	4.15%	0.00%	7.30%	3.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	22.17%
Others, outside study area	**3.51%**	0.00%	7.96%	2.45%	0.00%	2.92%	0.00%	3.03%	2.91%	1.97%	0.00%	0.00%	4.88%	0.00%	15.96%	0.00%	7.31%	0.00%		8.57%	3.93%	4.85%	0.00%	9.04%
Abroad	**1.11%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.74%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	1.38%
Sub Total outside Study Area	**27.2%**	**5.2%**	**10.3%**	**4.9%**	**8.1%**	**20.0%**	**14.4%**	**11.8%**	**14.1%**	**18.8%**	**7.1%**	**5.4%**	**31.5%**	**2.2%**	**36.4%**	**6.7%**	**65.8%**	**2.6%**		**43.3%**	**46.7%**	**47.5%**	**11.6%**	**78.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 12: Books, CDs, DVDs expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	Inner Study Area	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£33.7**	£9.4	£4.1	£3.5	£0.4	£0.8	£0.0	£1.8	£4.3	£1.0	£1.5	£0.0	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£29.1***	£2.6	£0.4	£0.0	£1.5	£0.0
Others, Zone 1	**£0.9**	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£34.9**	**£9.7**	**£4.1**	**£3.8**	**£0.4**	**£0.8**	**£0.0**	**£2.2**	**£4.3**	**£1.3**	**£1.5**	**£0.0**	**£0.4**	**£0.1**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£30.4***	**£2.6**	**£0.4**	**£0.0**	**£1.5**	**£0.0**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£1.3**	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.3**	**£0.2**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.2**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.9	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£3.0**	£0.0	£0.0	£0.1	£0.5	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.8	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.0**	**£0.2**	**£0.6**	**£3.4**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.5***	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.5***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	***£4.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.7	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.6***	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£18.0**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.3	£8.5	£3.6	£0.8	£0.1	£1.6	£0.0	£0.0	***£16.0***	£0.0	£0.4	£0.5	£1.1	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£9.2**	**£3.7**	**£0.9**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£17.2***	**£0.0**	**£0.4**	**£0.5**	**£1.1**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£9.3**	£0.0	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.6	£4.5	£1.0	£0.0	£0.0	£0.0	***£8.9***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£9.3**	**£0.0**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.6**	**£4.5**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	***£8.9***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.4**	£0.0	£0.0	£0.0	£1.1	£0.2	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£14.3	£1.4	£0.5	***£19.3***	£0.0	£0.0	£0.0	£0.0	£2.1
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.4**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.2**	**£0.2**	**£0.0**	**£0.0**	**£0.6**	**£0.5**	**£0.2**	**£0.1**	**£0.0**	**£15.1**	**£1.5**	**£0.5**	***£20.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.1**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.8**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.2	£0.0	£0.8	£0.2
Cuffley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£1.0***	**£0.0**	**£0.2**	**£0.0**	**£0.8**	**£0.2**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£7.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.3	***£7.7***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£7.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£7.3**	***£7.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Total | Inner Study Area	**£118.4**	**£10.1**	**£7.2**	**£4.1**	**£3.1**	**£5.1**	**£4.0**	**£4.7**	**£6.0**	**£3.8**	**£4.6**	**£10.3**	**£4.9**	**£5.7**	**£1.7**	**£18.7**	**£2.6**	**£7.8**	***£104.2***	**£5.2**	**£2.0**	**£0.5**	**£4.1**	**£2.5**
Sub Total | Watford District	**£36.2**	£9.9	£4.9	£3.8	£0.4	£0.8	£0.0	£2.2	£4.3	£1.3	£1.5	£0.3	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£31.6***	£2.6	£0.4	£0.0	£1.5	£0.0
Sub Total | Hertsmere District	**£11.5**	£0.2	£0.0	£0.2	£1.4	£3.4	£3.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	***£9.8***	£0.9	£0.0	£0.0	£0.8	£0.0
Sub Total | Three Rivers Borough	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£1.6	£2.3	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.1***	£1.7	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£29.5**	£0.0	£2.3	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.9	£9.2	£4.3	£5.5	£1.6	£1.6	£0.0	£0.0	***£26.7***	£0.0	£1.4	£0.5	£1.1	£0.0
Sub Total | St Albans City & District	**£32.4**	£0.0	£0.0	£0.0	£1.2	£0.7	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£15.5	£1.9	£7.8	***£28.9***	£0.0	£0.2	£0.0	£0.8	£2.5

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	*Inner Study Area*	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£11.6**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£7.1	£0.0	£0.0	£4.1	£0.0
Hatch End Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£6.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£6.5	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£16.5**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.3***	£0.0	£3.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£3.9**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.0	£0.0	£0.2
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.4	£0.0	£0.0
Others, Zone 17	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Sub-total	**£9.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£8.9**	**£0.0**	**£0.2**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£6.5	£0.0
Edgware District Centre	**£12.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£12.8	£0.0
Stanmore District Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£21.1**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Sub-total Study Area	**£175.0**	**£10.1**	**£7.2**	**£4.2**	**£3.1**	**£5.1**	**£4.2**	**£4.9**	**£6.2**	**£3.8**	**£4.6**	**£10.3**	**£4.9**	**£5.8**	**£2.0**	**£18.7**	**£2.6**	**£7.8**	***£105.3***	**£21.7**	**£5.9**	**£9.3**	**£30.1**	**£2.7**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.7***	£0.0	£3.2	£1.6	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£13.5**	£0.3	£0.2	£0.1	£0.1	£1.1	£0.1	£0.3	£0.7	£0.7	£0.2	£0.3	£0.0	£0.1	£0.1	£0.5	£0.5	£0.0	***£5.4***	£3.8	£0.6	£0.5	£3.2	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.7	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£2.2
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	***£0.6***	£0.0	£0.0	£1.0	£0.0	£1.7
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£4.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.8	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£1.0
Uxbridge Town Centre	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£8.6	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£2.7
Others, outside study area	**£8.5**	£0.0	£0.6	£0.1	£0.0	£0.2	£0.0	£0.2	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.5	£0.0	£0.5	£0.0	***£2.8***	£3.3	£0.4	£0.9	£0.0	£1.1
Abroad	**£2.3**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub Total outside Study Area	**£60.9**	**£0.5**	**£0.8**	**£0.2**	**£0.3**	**£1.3**	**£0.7**	**£0.7**	**£1.0**	**£0.9**	**£0.4**	**£0.6**	**£2.2**	**£0.1**	**£1.1**	**£1.3**	**£5.0**	**£0.2**	***£17.3***	**£16.6**	**£5.1**	**£8.4**	**£4.0**	**£9.5**
Total (rounded)	**£235.9**	**£10.6**	**£8.0**	**£4.4**	**£3.4**	**£6.3**	**£4.9**	**£5.5**	**£7.3**	**£4.7**	**£4.9**	**£10.8**	**£7.1**	**£6.0**	**£3.1**	**£20.1**	**£7.5**	**£8.1**	***£122.7***	**£38.3**	**£11.0**	**£17.7**	**£34.1**	**£12.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 13: Small Household goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total H'Hold (%)	Zone 1 H'Hold (%)	Zone 2 H'Hold (%)	Zone 3 H'Hold (%)	Zone 4 H'Hold (%)	Zone 5 H'Hold (%)	Zone 6 H'Hold (%)	Zone 7 H'Hold (%)	Zone 8 H'Hold (%)	Zone 9 H'Hold (%)	Zone 10 H'Hold (%)	Zone 11 H'Hold (%)	Zone 12 H'Hold (%)	Zone 13 H'Hold (%)	Zone 14 H'Hold (%)	Zone 18 H'Hold (%)	Zone 19 H'Hold (%)	Zone 21 H'Hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.20%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.59%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.72%	4.12%	4.60%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.33%	0.00%	0.00%	8.28%	1.48%	1.47%	0.00%	2.29%	0.91%	0.00%	1.28%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.90%
Watford Town Centre	23.60%	88.62%	62.08%	56.67%	28.45%	19.82%	16.26%	67.68%	67.66%	50.10%	40.43%	2.82%	4.52%	32.02%	3.34%	2.81%	1.21%	2.61%		34.32%	5.99%	0.00%	18.30%	0.00%
Others, Zone 1	0.12%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**24.97%**	**93.78%**	**66.67%**	**66.29%**	**31.35%**	**21.28%**	**16.26%**	**74.70%**	**72.16%**	**50.10%**	**41.71%**	**2.82%**	**7.83%**	**32.02%**	**4.34%**	**2.81%**	**1.21%**	**2.61%**		**34.32%**	**5.99%**	**0.00%**	**19.91%**	**0.90%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.67%	0.00%	13.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**13.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.28%**	**0.00%**	**1.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.08%	1.05%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.15%	0.00%	0.78%	0.00%	7.82%	0.00%	0.00%	1.14%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.23%**	**1.05%**	**0.78%**	**2.75%**	**7.82%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.51%	0.00%	0.00%	3.28%	1.97%	38.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.05%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.28%	0.00%	0.00%	0.00%	2.82%	9.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.03%**	**0.00%**	**0.00%**	**3.28%**	**6.28%**	**47.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.66%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	17.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**20.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.04%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**5.93%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	3.97%	1.05%	2.32%	1.34%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	6.21%	48.81%	19.46%	9.53%	3.94%	1.64%	0.00%	0.00%		0.00%	5.99%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	4.40%	0.00%	2.32%	0.00%	0.00%	0.00%	0.00%	6.29%	0.00%	19.00%	31.60%	23.80%	44.54%	4.66%	0.00%	0.00%	0.00%	0.00%		0.98%	3.61%	0.00%	0.00%	0.00%
Others, Zone 11	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.41%**	**1.05%**	**4.65%**	**1.34%**	**0.00%**	**1.47%**	**0.00%**	**6.29%**	**0.00%**	**19.00%**	**37.81%**	**72.61%**	**64.99%**	**14.20%**	**3.94%**	**1.64%**	**0.00%**	**0.00%**		**0.98%**	**9.60%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	7.28%	0.00%	0.00%	0.00%
Sub-total	**0.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**7.28%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	10.20%	2.91%	0.00%	0.00%	0.00%		0.00%	0.00%	1.77%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**10.20%**	**2.91%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.77%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	31.41%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**32.41%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.50%	0.00%	0.00%	0.00%	5.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%	3.37%	0.00%		0.00%	0.00%	0.00%	0.00%	1.21%
St. Albans City Centre	6.46%	2.44%	0.00%	5.54%	5.84%	5.65%	3.34%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	46.08%	23.52%	22.71%		0.00%	0.00%	0.00%	0.00%	12.47%
Others, Zone 18	0.22%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.18%**	**2.44%**	**0.00%**	**5.54%**	**11.68%**	**7.19%**	**3.34%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**49.30%**	**32.20%**	**22.71%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**13.67%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	2.25%	0.00%	0.00%	6.88%	28.35%	12.19%	11.08%	0.00%	0.00%	0.00%	5.25%	2.36%	2.54%	1.55%	0.00%	1.17%	7.78%	1.54%		0.98%	0.00%	0.00%	3.66%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.30%**	**0.00%**	**0.00%**	**6.88%**	**28.35%**	**12.19%**	**11.08%**	**0.00%**	**0.00%**	**0.00%**	**5.25%**	**2.36%**	**3.86%**	**1.55%**	**0.00%**	**1.17%**	**7.78%**	**1.54%**		**0.98%**	**0.00%**	**0.00%**	**3.66%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.46%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.46%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**48.0%**	**98.3%**	**85.3%**	**86.1%**	**87.0%**	**91.5%**	**51.3%**	**88.1%**	**74.5%**	**82.1%**	**92.5%**	**77.8%**	**78.7%**	**58.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**36.3%**	**28.3%**	**1.8%**	**28.2%**	**14.6%**
Sub Total | Watford District	25.7%	93.8%	79.9%	66.3%	31.3%	21.3%	16.3%	74.7%	72.2%	50.1%	43.0%	2.8%	9.8%	32.0%	4.3%	2.8%	1.2%	2.6%		34.3%	6.0%	0.0%	19.9%	0.9%
Sub Total | Hertsmere District	2.6%	1.0%	0.8%	6.0%	15.6%	47.8%	20.6%	1.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%		0.0%	0.0%	0.0%	4.7%	0.0%
Sub Total | Three Rivers Borough	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	5.9%	2.3%	8.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	9.6%	1.0%	4.6%	1.3%	0.0%	1.5%	0.0%	6.3%	0.0%	20.7%	37.8%	72.6%	65.0%	24.4%	39.3%	1.6%	0.0%	0.0%		1.0%	22.3%	1.8%	0.0%	0.0%
Sub Total | St Albans City & District	9.7%	2.4%	0.0%	12.4%	40.0%	19.4%	14.4%	0.0%	0.0%	0.0%	7.8%	2.4%	3.9%	1.6%	0.0%	50.5%	40.0%	32.7%		1.0%	0.0%	0.0%	3.7%	13.7%

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 2 H'hold (%)	Zone 3 H'hold (%)	Zone 4 H'hold (%)	Zone 5 H'hold (%)	Zone 6 H'hold (%)	Zone 7 H'hold (%)	Zone 8 H'hold (%)	Zone 9 H'hold (%)	Zone 10 H'hold (%)	Zone 11 H'hold (%)	Zone 12 H'hold (%)	Zone 13 H'hold (%)	Zone 14 H'hold (%)	Zone 18 H'hold (%)	Zone 19 H'hold (%)	Zone 21 H'hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.37%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.94%	0.00%	0.00%	5.54%	0.00%	0.00%	0.00%	0.00%	3.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		19.24%	0.00%	0.00%	8.32%	0.00%
Hatch End Local Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.64%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.94%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.36%**	**0.00%**	**0.00%**	**5.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**26.20%**	**0.00%**	**0.00%**	**8.32%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.25%	2.07%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.06%	0.00%	7.69%
Homebase, Vimy Road, Leighton Buzzard	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	0.00%
Leighton Buzzard Town Centre	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	14.19%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.25%**	**2.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**22.84%**	**0.00%**	**7.69%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	20.96%	0.00%
Edgware District Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.80%	0.00%
Stanmore District Centre	2.73%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.36%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.49%**	**0.00%**	**0.00%**	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**46.12%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.77%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.77%**
Sub-total Study Area	**63.7%**	**98.3%**	**85.3%**	**93.0%**	**87.0%**	**91.5%**	**51.3%**	**89.7%**	**81.9%**	**82.1%**	**92.5%**	**77.8%**	**81.9%**	**60.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**62.5%**	**33.8%**	**24.6%**	**82.7%**	**24.0%**
Outside Study Area																								
Amersham Town Centre	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	4.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%	0.99%	1.48%	19.23%	0.00%	0.00%	0.00%		0.00%	32.96%	1.26%	0.00%	0.00%
Beaconsfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.73%	0.00%	3.78%	1.34%	2.82%	3.96%	1.40%	0.00%	0.86%	0.00%	1.79%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	9.09%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.46%	1.77%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.01%	0.00%	0.00%	1.41%	2.40%	0.00%	8.61%	0.00%	3.85%	2.43%	1.79%	0.00%	0.00%	2.07%	0.00%	4.85%	2.47%	7.53%		4.76%	1.76%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.89%	0.00%		0.00%	0.00%	0.00%	1.53%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.41%	0.00%	0.78%	0.00%	0.00%	0.00%	1.95%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	8.13%	3.68%	5.92%		0.00%	0.00%	0.00%	0.00%	5.33%
Hatterseway Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	3.47%	0.00%	0.00%	0.00%	22.44%	2.67%	0.00%	0.00%	0.00%		5.43%	10.21%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.72%
Ikea, Drury Way, North Circular Road, Wembley	2.63%	1.69%	9.38%	0.00%	5.84%	3.08%	2.36%	6.33%	3.58%	0.00%	0.00%	14.64%	0.00%	1.55%	0.00%	0.00%	1.69%	0.00%		5.04%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	14.01%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.79%	1.21%	0.94%	5.69%	19.70%	4.85%	0.00%	0.00%		0.00%	6.17%	56.20%	0.00%	5.67%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	1.55%	0.00%	1.64%	0.00%	8.51%		0.00%	0.00%	4.29%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%		0.00%	0.00%	0.00%	0.00%	3.92%
Roebuck Retail Park, London Road, Stevenage	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.02%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%		0.00%	0.00%	0.00%	0.00%	3.27%
The Galleria Outlet, Comet Way, Hatfield	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	4.10%	1.62%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.40%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	1.47%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.82%	0.00%		1.37%	0.00%	0.00%	0.00%	0.90%
Welwyn Garden City Town Centre	7.37%	0.00%	0.00%	1.41%	0.00%	0.00%	24.90%	0.00%	0.00%	9.02%	0.00%	0.00%	3.21%	1.55%	0.00%	21.56%	24.63%	37.42%		0.00%	0.00%	0.00%	5.19%	36.92%
Others, outside study area	4.20%	0.00%	0.00%	2.82%	0.00%	0.00%	2.85%	1.60%	8.02%	0.00%	0.00%	0.00%	0.99%	2.07%	14.80%	1.23%	2.47%	0.00%		12.51%	6.17%	9.28%	0.00%	1.21%
Abroad	1.36%	0.00%	0.78%	0.00%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	11.01%	0.00%	0.00%	0.00%	0.00%	0.00%		1.96%	1.76%	0.00%	1.53%	0.00%
Sub Total outside Study Area	**36.3%**	**1.7%**	**14.7%**	**7.0%**	**13.0%**	**8.5%**	**48.7%**	**10.3%**	**18.1%**	**17.9%**	**7.6%**	**22.2%**	**18.1%**	**40.0%**	**56.4%**	**45.1%**	**57.6%**	**64.7%**		**37.5%**	**66.2%**	**75.4%**	**17.3%**	**76.0%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 14: Small Household goods expenditure

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	Study	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	**£2.0**	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£7.4**	£2.2	£2.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	***£5.3***	£0.0	£0.0	£0.0	£2.1	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£4.2**	£0.0	£0.0	£1.7	£0.2	£0.5	£0.0	£0.6	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£0.0	£0.4
Watford Town Centre	**£254.6**	£47.6	£27.8	£11.5	£4.2	£6.7	£3.7	£18.4	£21.4	£10.1	£9.4	£1.7	£1.6	£8.6	£0.5	£2.6	£0.4	£0.9	***£177.1***	£50.6	£2.6	£0.0	£24.4	£0.0
Others, Zone 1	**£1.6**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£269.8**	**£50.4**	**£29.8**	**£13.5**	**£4.7**	**£7.2**	**£3.7**	**£20.3**	**£22.8**	**£10.1**	**£9.7**	**£1.7**	**£2.8**	**£8.6**	**£0.6**	**£2.6**	**£0.4**	**£0.9**	***£189.7***	**£50.6**	**£2.6**	**£0.0**	**£26.5**	**£0.4**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£6.6**	£0.0	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£6.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£6.9**	**£0.0**	**£5.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£6.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.1**	£0.6	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.3**	£0.0	£0.3	£0.0	£1.2	£0.0	£0.0	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.4**	**£0.6**	**£0.3**	**£0.6**	**£1.2**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	**£18.0**	£0.0	£0.0	£0.7	£0.3	£12.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£13.9***	£0.0	£0.0	£0.0	£4.1	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£3.7**	£0.0	£0.0	£0.0	£0.4	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.0**	**£0.0**	**£0.0**	**£0.7**	**£0.9**	**£16.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£17.8***	**£0.0**	**£0.0**	**£0.0**	**£6.2**	**£0.0**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£5.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£1.6**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	**£46.5**	£0.6	£1.0	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.4	£28.6	£6.9	£2.6	£0.5	£1.5	£0.0	£0.0	***£44.0***	£0.0	£2.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£47.9**	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£3.8	£7.3	£14.0	£15.8	£1.2	£0.0	£0.0	£0.0	£0.0	***£44.9***	£1.4	£1.5	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£94.7**	**£0.6**	**£2.1**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£1.7**	**£0.0**	**£3.8**	**£8.8**	**£42.6**	**£23.0**	**£3.8**	**£0.5**	**£1.5**	**£0.0**	**£0.0**	***£89.2***	**£1.4**	**£4.1**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£3.1	£0.0	£0.0	£0.0
Sub-total	**£3.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	**£5.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£2.7	£0.4	£0.0	£0.0	£0.0	***£3.5***	£0.0	£0.0	£1.5	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£2.7**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**
Zone 14 | Tring																							
Tring Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	***£4.3***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£6.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.5**	**£0.0**	**£0.0**	**£0.0**	***£4.5***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.6**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£1.2	£0.0	***£5.1***	£0.0	£0.0	£0.0	£0.0	£0.6
St. Albans City Centre	**£72.1**	£1.3	£0.0	£1.1	£0.9	£1.9	£0.8	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£43.0	£8.2	£8.1	***£65.9***	£0.0	£0.0	£0.0	£0.0	£6.2
Others, Zone 18	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	***£2.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£80.1**	**£1.3**	**£0.0**	**£1.1**	**£1.7**	**£2.4**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£46.0**	**£11.2**	**£8.1**	***£73.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£6.8**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£26.9**	£0.0	£0.0	£1.4	£4.2	£4.1	£2.5	£0.0	£0.0	£0.0	£1.2	£1.4	£0.9	£0.4	£0.0	£1.1	£2.7	£0.5	***£20.5***	£1.4	£0.0	£0.0	£4.9	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.3**	**£0.0**	**£0.0**	**£1.4**	**£4.2**	**£4.1**	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£1.4**	**£1.4**	**£0.4**	**£0.0**	**£1.1**	**£2.7**	**£0.5**	***£21.0***	**£1.4**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£535.1**	**£52.8**	**£38.2**	**£17.5**	**£12.9**	**£31.0**	**£11.7**	**£23.9**	**£23.5**	**£16.5**	**£21.4**	**£45.6**	**£27.9**	**£15.5**	**£6.0**	**£51.3**	**£14.8**	**£12.6**	***£423.3***	**£53.4**	**£12.1**	**£1.5**	**£37.6**	**£7.2**
Sub Total | Watford District	**£276.7**	£50.4	£35.7	£13.5	£4.7	£7.2	£3.7	£20.3	£22.8	£10.1	£9.9	£1.7	£3.5	£8.6	£0.6	£2.6	£0.4	£0.9	***£196.6***	£50.6	£2.6	£0.0	£26.5	£0.4
Sub Total | Hertsmere District	**£32.8**	£0.6	£0.3	£1.2	£2.3	£16.2	£4.7	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£26.6***	£0.0	£0.0	£0.0	£6.2	£0.0
Sub Total | Three Rivers Borough	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.6	£0.7	£1.8	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£109.6**	£0.6	£2.1	£0.3	£0.0	£0.5	£0.0	£1.7	£0.0	£4.2	£8.8	£42.6	£23.0	£6.5	£5.4	£1.5	£0.0	£0.0	***£97.2***	£1.4	£9.5	£1.5	£0.0	£0.0
Sub Total | St Albans City & District	**£110.4**	£1.3	£0.0	£2.5	£6.0	£6.6	£3.3	£0.0	£0.0	£0.0	£1.8	£1.4	£1.4	£0.4	£0.0	£47.1	£14.0	£11.6	***£97.3***	£1.4	£0.0	£0.0	£4.9	£6.8

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)	Zone 7 H'hold (£m)	Zone 8 H'hold (£m)	Zone 9 H'hold (£m)	Zone 10 H'hold (£m)	Zone 11 H'hold (£m)	Zone 12 H'hold (£m)	Zone 13 H'hold (£m)	Zone 14 H'hold (£m)	Zone 18 H'hold (£m)	Zone 19 H'hold (£m)	Zone 21 H'hold (£m)	*Inner Study Area*	Zone 15 H'hold (£m)	Zone 16 H'hold (£m)	Zone 17 H'hold (£m)	Zone 20 H'hold (£m)	Zone 22 H'hold (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£41.7**	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£28.3	£0.0	£0.0	£11.1	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.9	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£4.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£4.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£53.2**	**£0.0**	**£0.0**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£38.6**	**£0.0**	**£0.0**	**£11.1**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£10.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.6	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£5.1	£0.0	£3.8
Homebase, Vimy Road, Leighton Buzzard	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.2	£0.0	£0.0
Leighton Buzzard Town Centre	**£12.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£12.0	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£19.3**	**£0.0**	**£3.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£27.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£27.9	£0.0
Edgware District Centre	**£7.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£7.7	£0.0
Stanmore District Centre	**£26.1**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£25.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£61.7**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£61.4**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**
Sub-total Study Area	**£678.4**	**£52.8**	**£38.2**	**£18.9**	**£12.9**	**£31.0**	**£11.7**	**£24.4**	**£25.9**	**£16.5**	**£21.4**	**£45.6**	**£29.0**	**£16.1**	**£6.0**	**£51.3**	**£14.8**	**£12.6**	***£429.2***	**£92.0**	**£14.4**	**£20.7**	**£110.1**	**£11.9**
Outside Study Area																								
Amersham Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£6.0	£2.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£19.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	£0.4	£2.7	£0.0	£0.0	£0.0	***£4.4***	£0.0	£14.1	£1.1	£0.0	£0.0
Beaconsfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£17.4**	£0.0	£1.7	£0.3	£0.4	£1.3	£0.3	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£5.3***	£0.0	£0.0	£0.0	£12.1	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.1	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£21.1**	£0.0	£0.0	£0.3	£0.4	£0.0	£2.0	£0.0	£1.2	£0.5	£0.4	£0.0	£0.0	£0.6	£0.0	£4.5	£0.9	£2.7	***£13.4***	£7.0	£0.8	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£2.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£15.1**	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.6	£1.3	£2.1	***£12.5***	£0.0	£0.0	£0.0	£0.0	£2.6
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£19.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	£0.0	£0.0	£0.0	£6.0	£0.4	£0.0	£0.0	£0.0	***£7.4***	£8.0	£4.4	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Ikea, Drury Way, North Circular Road, Wembley	**£27.4**	£0.9	£4.2	£0.0	£0.9	£1.0	£0.5	£1.7	£1.1	£0.0	£0.0	£8.6	£0.0	£0.4	£0.0	£0.0	£0.6	£0.0	***£20.0***	£7.4	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.2	£0.0	£6.9
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£63.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.3	£1.5	£2.7	£4.5	£0.0	£0.0	***£10.2***	£0.0	£2.6	£47.4	£0.0	£2.8
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£1.5	£0.0	£3.0	***£5.3***	£0.0	£0.0	£3.6	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£1.9
Roebuck Retail Park, London Road, Stevenage	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.6
The Galleria Outlet, Comet Way, Hatfield	**£3.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.4	£0.6	***£3.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£3.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	***£2.6***	£2.0	£0.0	£0.0	£0.0	£0.4
Welwyn Garden City Town Centre	**£76.6**	£0.0	£0.0	£0.3	£0.0	£0.0	£5.7	£0.0	£0.0	£1.8	£0.0	£0.0	£1.1	£0.4	£0.0	£20.1	£8.6	£13.3	***£51.4***	£0.0	£0.0	£0.0	£6.9	£18.3
Others, outside study area	**£38.6**	£0.0	£0.0	£0.6	£0.0	£0.0	£0.7	£0.4	£2.5	£0.0	£0.0	£0.0	£0.4	£0.6	£2.0	£1.2	£0.9	£0.0	***£9.2***	£18.4	£2.6	£7.8	£0.0	£0.6
Abroad	**£13.0**	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.3***	£2.9	£0.8	£0.0	£2.0	£0.0
Sub Total outside Study Area	**£369.6**	**£0.9**	**£6.6**	**£1.4**	**£1.9**	**£2.9**	**£11.1**	**£2.8**	**£5.7**	**£3.6**	**£1.7**	**£13.0**	**£6.4**	**£10.7**	**£7.8**	**£42.1**	**£20.1**	**£23.0**	***£161.9***	**£55.3**	**£28.2**	**£63.6**	**£23.1**	**£37.6**
Total (rounded)	**£1,048.0**	**£53.7**	**£44.8**	**£20.4**	**£14.9**	**£33.9**	**£22.8**	**£27.2**	**£31.6**	**£20.1**	**£23.1**	**£58.7**	**£35.4**	**£26.8**	**£13.8**	**£93.4**	**£34.9**	**£35.6**	***£591.1***	**£147.3**	**£42.7**	**£84.3**	**£133.2**	**£49.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)		Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	0.91%	1.35%	1.03%	2.15%	0.00%	0.00%	0.00%	4.05%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	5.32%	29.54%	13.22%	13.30%	11.33%	0.00%	0.00%	10.41%	4.84%	6.18%	5.85%	6.25%	2.12%	0.00%	0.00%	8.33%	0.00%	0.00%		0.00%	0.00%	0.00%	4.39%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	1.69%	2.36%	3.10%	13.30%	4.39%	0.00%	2.43%	8.38%	15.01%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	1.70%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	20.50%	63.38%	78.80%	58.66%	45.84%	35.24%	3.23%	68.86%	57.97%	31.37%	55.68%	3.10%	1.51%	18.12%	3.46%	5.52%	0.00%	4.05%		11.90%	4.20%	0.00%	11.85%	0.00%
Others, Zone 1	0.60%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.87%	0.00%	0.00%	0.00%	0.00%
Sub-total	**29.02%**	**97.64%**	**96.15%**	**87.41%**	**61.56%**	**35.24%**	**5.66%**	**91.70%**	**82.70%**	**40.13%**	**64.09%**	**9.35%**	**3.63%**	**18.12%**	**3.46%**	**22.26%**	**1.66%**	**4.05%**		**16.93%**	**4.20%**	**0.00%**	**16.24%**	**0.00%**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.06%	0.00%	0.00%	5.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.14%	0.00%	0.78%	0.00%	10.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.78%**	**5.16%**	**10.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	0.60%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**3.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.71%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	1.85%	0.00%	0.78%	0.00%	4.93%	38.22%	7.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.05%	0.00%	0.00%	2.15%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.42%	0.00%	0.00%	0.00%	0.00%	12.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Sub-total	**2.70%**	**0.00%**	**0.78%**	**2.15%**	**4.93%**	**50.57%**	**10.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.41%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.28%**	**0.00%**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	3.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.64%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**10.89%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%	17.48%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**17.48%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**14.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	7.18%	0.00%	0.78%	0.00%	0.00%	0.00%	2.31%	0.00%	4.88%	2.71%	17.65%	76.59%	31.81%	25.38%	9.27%	0.00%	3.99%	2.51%		0.00%	15.52%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	1.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	5.74%	38.42%	0.00%	0.00%	0.00%	0.00%	3.34%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.21%**	**0.00%**	**0.78%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**4.88%**	**2.71%**	**20.21%**	**85.43%**	**70.23%**	**25.38%**	**9.27%**	**0.00%**	**3.99%**	**5.85%**		**0.00%**	**15.52%**	**0.00%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	47.36%	1.77%	0.00%	0.00%	0.00%		0.00%	2.83%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.16%**	**47.36%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																								
Tring Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.05%	0.00%	0.00%	0.00%		0.00%	2.83%	2.01%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.05%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**2.01%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.65%	0.00%	9.87%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	4.54%	0.00%	0.00%	0.00%	2.56%	2.39%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	2.12%	0.00%	1.77%	31.40%	34.73%	10.63%		0.00%	0.00%	0.00%	0.00%	1.43%
Others, Zone 18	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.68%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**2.39%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**8.37%**	**0.00%**	**1.77%**	**38.05%**	**36.39%**	**20.50%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.43%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.98%	0.00%	0.00%	0.00%	7.57%	2.39%	14.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	3.34%		0.00%	0.00%	0.00%	3.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.12%**	**0.00%**	**0.00%**	**0.00%**	**7.57%**	**2.39%**	**14.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**	**3.34%**		**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	19.58%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**19.58%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**51.9%**	**97.6%**	**98.5%**	**94.7%**	**90.5%**	**90.6%**	**41.0%**	**95.7%**	**90.8%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**20.3%**	**72.5%**	**56.3%**	**53.3%**		**19.1%**	**25.4%**	**2.0%**	**23.5%**	**1.4%**
Sub Total | Watford District	29.1%	97.6%	96.2%	87.4%	61.6%	35.2%	5.7%	91.7%	82.7%	40.1%	66.5%	9.4%	3.6%	18.1%	3.5%	22.3%	1.7%	4.1%		16.9%	4.2%	0.0%	16.2%	0.0%
Sub Total | Hertsmere District	4.0%	0.0%	1.6%	7.3%	18.8%	50.6%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	14.3%	0.0%		0.0%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.2%	31.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.2%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.8%	0.0%	0.0%	0.0%	2.3%	0.0%	4.9%	2.7%	20.2%	85.4%	75.9%	72.7%	15.1%	0.0%	4.0%	5.9%		0.0%	21.2%	2.0%	0.0%	0.0%
Sub Total | St Albans City & District	7.6%	0.0%	0.0%	0.0%	10.1%	4.8%	14.2%	0.0%	0.0%	0.0%	2.6%	0.0%	8.4%	0.0%	1.8%	43.6%	36.4%	43.4%		0.0%	0.0%	0.0%	3.0%	1.4%

Destination	Total Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)	*Inner Study Area*	Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	6.22%	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		8.41%	0.00%	0.00%	34.54%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Ruislip Town Centre	3.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.21%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.71%**	**0.00%**	**2.13%**	**2.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**38.62%**	**0.00%**	**0.00%**	**36.68%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.72%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	7.64%	0.00%	1.36%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.93%	11.66%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.62%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**19.30%**	**0.00%**	**1.36%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	5.64%
Edgware District Centre	1.04%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.36%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	6.63%	0.00%
Stanmore District Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.02%**	**0.00%**	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.36%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**10.91%**	**5.64%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.83%		0.00%	0.00%	0.00%	0.00%	33.21%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.37%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**8.83%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**33.21%**
Sub-total Study Area	**68.9%**	**97.6%**	**99.2%**	**94.7%**	**90.5%**	**92.3%**	**43.3%**	**97.9%**	**93.2%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**22.7%**	**76.4%**	**56.3%**	**62.2%**	*0.0%*	**57.7%**	**33.0%**	**21.3%**	**71.1%**	**41.6%**
Outside Study Area																								
Amersham Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.75%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	0.00%	0.00%		0.00%	5.69%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	47.26%	0.00%	0.00%	0.00%		0.00%	26.20%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.83%	0.00%	0.00%	0.00%	9.49%	3.59%	4.62%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.50%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%		0.00%	6.20%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.73%	0.00%	0.78%	3.01%	0.00%	0.00%	0.00%	0.00%	6.83%	2.71%	0.00%	1.51%	3.10%	0.00%	0.00%	1.62%	6.83%	9.20%		11.36%	1.38%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	7.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	6.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatterssway Retail Park, Chaul End Lane, Luton	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.92%	19.39%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	3.18%	0.00%	1.69%	0.00%	0.00%	9.68%		0.00%	0.00%	7.53%	0.00%	10.42%
Marlow Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.39%	0.00%	0.00%	0.00%		0.00%	3.31%	58.71%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	4.02%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	5.59%
Roebuck Retail Park, London Road, Stevenage	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	1.91%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	2.39%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.70%	2.33%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	2.39%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		16.89%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.03%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	5.15%	0.00%	0.00%	0.00%	0.00%	0.00%	34.81%	0.00%	0.00%	0.00%	0.00%	0.00%	3.71%	0.00%	0.00%	8.52%	17.61%	8.12%		0.00%	0.00%	0.00%	5.14%	39.07%
Others, outside study area	3.69%	1.01%	0.00%	2.26%	0.00%	1.71%	2.43%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	9.15%	2.36%	0.00%	5.66%	3.34%		4.10%	3.38%	8.44%	11.11%	1.36%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**31.1%**	**2.4%**	**0.8%**	**5.3%**	**9.5%**	**7.7%**	**56.8%**	**2.1%**	**6.8%**	**25.7%**	**2.4%**	**5.2%**	**12.1%**	**9.2%**	**77.3%**	**23.6%**	**43.6%**	**37.9%**		**42.3%**	**67.0%**	**78.7%**	**28.9%**	**58.4%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 16: Recreation goods expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total Recrtn (£m)	Zone 1 Recrtn (£m)	Zone 2 Recrtn (£m)	Zone 3 Recrtn (£m)	Zone 4 Recrtn (£m)	Zone 5 Recrtn (£m)	Zone 6 Recrtn (£m)	Zone 7 Recrtn (£m)	Zone 8 Recrtn (£m)	Zone 9 Recrtn (£m)	Zone 10 Recrtn (£m)	Zone 11 Recrtn (£m)	Zone 12 Recrtn (£m)	Zone 13 Recrtn (£m)	Zone 14 Recrtn (£m)	Zone 18 Recrtn (£m)	Zone 19 Recrtn (£m)	Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£4.4**	£0.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.3	£0.0	***£4.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£22.0**	£6.5	£2.5	£1.2	£0.7	£0.0	£0.0	£1.2	£0.7	£0.5	£0.6	£1.7	£0.4	£0.0	£0.0	£3.4	£0.0	£0.0	***£19.3***	£0.0	£0.0	£0.0	£2.6	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£8.4**	£0.5	£0.6	£1.2	£0.3	£0.0	£0.2	£1.0	£2.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£6.8***	£1.6	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£90.2**	£13.9	£14.7	£5.1	£2.8	£4.9	£0.3	£7.9	£8.2	£2.6	£6.2	£0.8	£0.3	£2.2	£0.3	£2.3	£0.0	£0.6	***£73.0***	£8.8	£1.2	£0.0	£7.1	£0.0
Others, Zone 1	**£3.0**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£2.1	£0.0	£0.0	£0.0	£0.0
Sub-total	**£128.0**	**£21.5**	**£17.9**	**£7.7**	**£3.8**	**£4.9**	**£0.6**	**£10.5**	**£11.7**	**£3.4**	**£7.1**	**£2.5**	**£0.6**	**£2.2**	**£0.3**	**£9.2**	**£0.3**	**£0.6**	***£104.5***	**£12.5**	**£1.2**	**£0.0**	**£9.7**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.5**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.8**	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.1**	**£0.5**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.8**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£8.1**	£0.0	£0.1	£0.0	£0.3	£5.3	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£6.8***	£0.0	£0.0	£0.0	£1.3	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.7**	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£1.3	£0.0
Sub-total	**£11.8**	**£0.0**	**£0.1**	**£0.2**	**£0.3**	**£7.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£9.2***	**£0.0**	**£0.0**	**£0.0**	**£2.6**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	***£2.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.6	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£38.5**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.0	£20.4	£5.6	£3.0	£0.7	£0.0	£0.6	£0.4	***£33.9***	£0.0	£4.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£9.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5	£6.7	£0.0	£0.0	£0.0	£0.0	£0.5	***£9.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£48.4**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.7**	**£0.2**	**£2.2**	**£22.8**	**£12.3**	**£3.0**	**£0.7**	**£0.0**	**£0.6**	**£0.9**	***£43.8***	**£0.0**	**£4.6**	**£0.0**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£7.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£5.7	£0.1	£0.0	£0.0	£0.0	***£6.5***	£0.0	£0.8	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£5.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£6.5***	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.8	£0.9	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.8**	**£0.9**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£1.5	***£4.3***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.6**	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.1	£13.0	£5.4	£1.6	***£21.3***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.3**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£1.5**	**£0.0**	**£0.1**	**£15.7**	**£5.6**	**£3.2**	***£26.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£5.2**	£0.0	£0.0	£0.0	£0.5	£0.3	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.5	***£3.4***	£0.0	£0.0	£0.0	£1.8	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.9**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.3**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.5**	***£4.1***	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£3.0	***£4.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£3.0**	***£4.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£248.1**	**£21.5**	**£18.3**	**£8.3**	**£5.6**	**£12.6**	**£4.2**	**£10.9**	**£12.8**	**£6.2**	**£10.8**	**£25.3**	**£15.4**	**£10.8**	**£1.5**	**£30.0**	**£8.7**	**£8.3**	***£211.1***	**£14.1**	**£7.5**	**£0.9**	**£14.1**	**£0.4**
Sub Total | Watford District	**£128.3**	£21.5	£17.9	£7.7	£3.8	£4.9	£0.6	£10.5	£11.7	£3.4	£7.4	£2.5	£0.6	£2.2	£0.3	£9.2	£0.3	£0.6	***£104.8***	£12.5	£1.2	£0.0	£9.7	£0.0
Sub Total | Hertsmere District	**£18.6**	£0.0	£0.3	£0.6	£1.2	£7.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.2	£0.0	***£16.0***	£0.0	£0.0	£0.0	£2.6	£0.0
Sub Total | Three Rivers Borough	**£6.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£2.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.5***	£1.6	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£58.1**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.2	£22.8	£13.3	£8.7	£1.1	£0.0	£0.6	£0.9	***£50.9***	£0.0	£6.3	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£37.1**	£0.0	£0.0	£0.0	£0.6	£0.7	£1.4	£0.0	£0.0	£0.0	£0.3	£0.0	£1.5	£0.0	£0.1	£18.0	£5.6	£6.7	***£35.0***	£0.0	£0.0	£0.0	£1.8	£0.4

Destination	Total Recrtn (£m)	Zone 1 Recrtn (£m)	Zone 2 Recrtn (£m)	Zone 3 Recrtn (£m)	Zone 4 Recrtn (£m)	Zone 5 Recrtn (£m)	Zone 6 Recrtn (£m)	Zone 7 Recrtn (£m)	Zone 8 Recrtn (£m)	Zone 9 Recrtn (£m)	Zone 10 Recrtn (£m)	Zone 11 Recrtn (£m)	Zone 12 Recrtn (£m)	Zone 13 Recrtn (£m)	Zone 14 Recrtn (£m)	Zone 18 Recrtn (£m)	Zone 19 Recrtn (£m)	Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£27.3**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£6.2	£0.0	£0.0	£20.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£22.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£22.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£51.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£28.6**	**£0.0**	**£0.0**	**£22.0**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£3.6	£0.0	£0.3
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£5.4	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.6**	**£9.0**	**£0.0**	**£0.3**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£1.4
Edgware District Centre	**£4.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.0**	**£0.0**	**£6.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	***£1.4***	£0.0	£0.0	£0.0	£0.0	£8.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£1.4**	***£2.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.3**
Sub-total Study Area	**£330.8**	**£21.5**	**£18.5**	**£8.3**	**£5.6**	**£12.8**	**£4.4**	**£11.2**	**£13.1**	**£6.2**	**£10.8**	**£25.3**	**£15.4**	**£10.8**	**£1.7**	**£31.6**	**£8.7**	**£9.6**	***£215.4***	**£42.7**	**£9.8**	**£9.9**	**£42.6**	**£10.4**
Outside Study Area																								
Amersham Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.9***	£0.0	£1.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£11.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	***£3.4***	£0.0	£7.7	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£8.1**	£0.0	£0.0	£0.0	£0.6	£0.5	£0.5	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£6.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£14.5**	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£0.4	£0.5	£0.0	£0.0	£0.7	£1.1	£1.4	***£5.7***	£8.4	£0.4	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£1.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.6	£5.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.1	£0.0	£0.0	£1.5	***£2.7***	£0.0	£0.0	£3.5	£0.0	£2.6
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£29.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	***£1.6***	£0.0	£1.0	£27.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.9	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.4
Roebuck Retail Park, London Road, Stevenage	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.4	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£13.7**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£12.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£24.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£3.5	£2.7	£1.3	***£11.7***	£0.0	£0.0	£0.0	£3.1	£9.7
Others, outside study area	**£18.8**	£0.2	£0.0	£0.2	£0.0	£0.2	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	£0.9	£0.5	***£3.9***	£3.0	£1.0	£3.9	£6.7	£0.3
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£164.4**	**£0.5**	**£0.1**	**£0.5**	**£0.6**	**£1.1**	**£5.8**	**£0.2**	**£1.0**	**£2.2**	**£0.3**	**£1.4**	**£2.1**	**£1.1**	**£5.6**	**£9.7**	**£6.7**	**£5.9**	***£44.8***	**£31.3**	**£19.8**	**£36.7**	**£17.3**	**£14.6**
Total (rounded)	**£495.2**	**£22.0**	**£18.6**	**£8.8**	**£6.2**	**£13.9**	**£10.2**	**£11.4**	**£14.1**	**£8.4**	**£11.1**	**£26.7**	**£17.5**	**£11.9**	**£7.3**	**£41.3**	**£15.4**	**£15.5**	***£260.2***	**£74.0**	**£29.6**	**£46.6**	**£59.9**	**£24.9**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 17: Chemist goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	Inner Study Area	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.60%	7.82%	1.07%	6.10%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.03%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	11.23%	80.11%	82.76%	41.16%	3.74%	1.77%	0.00%	29.36%	49.29%	10.31%	13.52%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%		3.82%	0.00%	0.00%	1.89%	0.00%
Others, Zone 1	0.28%	3.29%	1.07%	0.00%	0.00%	0.00%	0.00%	2.58%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.14%**	**91.22%**	**84.90%**	**48.00%**	**3.74%**	**1.77%**	**0.00%**	**34.52%**	**49.89%**	**10.31%**	**14.48%**	**0.00%**	**0.67%**	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.82%**	**0.00%**	**0.00%**	**1.89%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.15%	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.02%	0.00%	0.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.96%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.82%	3.67%	0.00%	42.84%	0.00%	0.91%	0.00%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.11%**	**3.67%**	**0.00%**	**42.84%**	**0.00%**	**0.91%**	**0.00%**	**0.62%**	**10.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.53%	0.00%	0.00%	0.77%	45.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.18%	0.00%	0.00%	0.00%	17.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**0.00%**	**0.77%**	**62.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	2.29%	0.00%	0.00%	4.59%	13.89%	68.18%	1.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.35%	0.00%	0.00%	0.00%	2.10%	11.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.13%	0.00%	0.00%	0.00%	0.71%	4.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.77%**	**0.00%**	**0.00%**	**4.59%**	**16.70%**	**84.61%**	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.30%	0.00%	0.00%	0.00%	0.00%	1.47%	67.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	4.25%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	1.11%	0.00%
Others, Zone 6	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.14%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**72.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**16.08%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.33%	1.08%	0.00%	0.00%	0.00%	0.00%	0.00%	10.91%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	2.27%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	47.52%	2.37%	46.42%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.04%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.63%**	**1.08%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**58.43%**	**2.94%**	**48.43%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	18.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.77%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.34%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.74%**	**0.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**29.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**5.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.00%	33.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.73%**	**0.00%**	**0.66%**	**0.00%**	**33.67%**	**0.00%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.89%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	52.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	9.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	2.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.24%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.17%**	**64.48%**	**2.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	6.43%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%	0.88%	7.03%	83.00%	51.34%	0.88%	1.68%	1.02%	0.00%	0.00%		0.00%	1.53%	0.78%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.68%	5.60%	1.86%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	6.48%	3.26%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.40%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**0.60%**	**0.88%**	**12.71%**	**95.08%**	**56.46%**	**0.88%**	**1.68%**	**1.75%**	**0.00%**	**0.00%**		**0.00%**	**1.53%**	**0.78%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	16.03%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.75%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.01%**	**0.00%**	**17.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.75%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	2.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	1.63%	95.59%	26.23%	0.00%	0.00%	0.00%		0.00%	6.13%	1.79%	0.00%	0.00%
Others, Zone 13	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	1.32%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.91%**	**2.33%**	**96.91%**	**26.23%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.13%**	**1.79%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	64.28%	0.00%	0.00%	0.00%		0.00%	13.19%	0.00%	0.00%	0.00%
Others, Zone 14	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%		0.00%	3.94%	0.00%	0.00%	0.00%
Sub-total	**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**66.39%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.13%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	6.19%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.57%	0.00%	1.01%	0.65%	3.03%	0.00%	0.00%	65.45%	25.31%	4.61%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	4.47%	1.98%	0.78%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.78%**	**0.00%**	**0.00%**	**0.00%**	**0.94%**	**0.00%**	**0.00%**	**0.00%**	**0.57%**	**0.00%**	**1.01%**	**0.65%**	**5.78%**	**0.00%**	**0.00%**	**70.69%**	**27.29%**	**5.39%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	1.58%	0.00%	2.82%	0.00%	14.23%	2.94%	4.86%	0.00%	0.00%	0.00%	2.02%	0.00%	0.67%	0.00%	0.00%	4.79%	18.66%	0.00%		0.00%	1.07%	0.00%	0.79%	0.00%
Cuffley Village Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.76%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.65%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.10%**	**0.00%**	**2.82%**	**0.00%**	**14.23%**	**2.94%**	**4.86%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**0.67%**	**0.00%**	**0.00%**	**4.79%**	**36.07%**	**0.00%**		**0.00%**	**1.07%**	**0.00%**	**0.79%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%		0.00%	0.00%	0.00%	0.00%	0.56%
Harpenden Town Centre	4.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%	0.00%	11.49%	0.00%	87.15%		0.00%	0.00%	1.04%	0.00%	4.23%
Sub-total	**4.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.36%**	**0.00%**	**0.00%**	**11.49%**	**0.00%**	**92.27%**		**0.00%**	**0.00%**	**1.04%**	**0.00%**	**4.79%**
Total | Inner Study Area	**51.0%**	**96.5%**	**92.5%**	**96.2%**	**98.6%**	**93.4%**	**79.1%**	**95.5%**	**94.0%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**98.5%**	**94.3%**	**90.2%**	**79.4%**	**97.7%**		**12.6%**	**25.9%**	**4.4%**	**4.6%**	**4.8%**
Sub Total | Watford District	12.3%	91.2%	88.1%	48.0%	3.7%	1.8%	0.0%	34.5%	49.9%	10.3%	15.4%	0.0%	1.4%	0.7%	0.0%	0.0%	0.0%	0.0%		3.8%	0.0%	0.0%	1.9%	0.0%
Sub Total | Hertsmere District	6.5%	3.7%	0.0%	48.2%	79.7%	87.0%	74.2%	0.6%	10.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.5%	16.1%	0.0%		0.0%	0.0%	0.0%	1.9%	0.0%
Sub Total | Three Rivers Borough	6.2%	1.6%	1.1%	0.0%	0.0%	1.7%	0.0%	59.7%	32.7%	83.3%	65.5%	2.7%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%		8.8%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.9%	13.7%	96.0%	76.2%	97.8%	94.3%	1.8%	0.0%	0.0%		0.0%	24.8%	3.3%	0.0%	0.0%
Sub Total | St Albans City & District	13.5%	0.0%	2.8%	0.0%	15.2%	2.9%	4.9%	0.0%	0.6%	0.0%	3.0%	0.7%	7.8%	0.0%	0.0%	87.0%	63.4%	97.7%		0.0%	1.1%	1.0%	0.8%	4.8%

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	*Inner Study Area*	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.77%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	2.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.33%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	7.04%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		24.78%	0.00%	0.00%	20.22%	0.00%
Hatch End Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.25%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	3.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.95%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		9.99%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.89%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**76.53%**	**0.00%**	**0.00%**	**20.22%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.64%	0.00%	0.00%	0.00%		0.00%	45.88%	0.00%	0.00%	0.00%
Others, Zone 16	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.30%	0.00%	0.00%	0.00%
Sub-total	**1.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.66%**	**0.64%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**47.18%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	20.43%	0.00%	0.56%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	4.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.00%		0.00%	1.84%	46.17%	0.00%	0.00%
Others, Zone 17	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	11.08%	0.00%	0.00%
Sub-total	**6.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.84%**	**77.68%**	**0.00%**	**0.56%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	3.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Edgware District Centre	3.26%	0.00%	0.00%	2.25%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Stanmore District Centre	1.70%	0.00%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.29%	0.00%
Wealdstone Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.51%**	**0.00%**	**0.00%**	**2.25%**	**0.00%**	**1.78%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**51.52%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.09%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.09%**
Sub-total Study Area	**83.4%**	**96.5%**	**92.5%**	**99.2%**	**98.6%**	**95.2%**	**80.7%**	**95.5%**	**98.2%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**100.0%**	**94.9%**	**90.2%**	**79.4%**	**97.7%**		**89.2%**	**74.9%**	**82.0%**	**76.3%**	**8.4%**
Outside Study Area																								
Amersham Town Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%		0.00%	1.84%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.39%	0.00%	0.00%	0.00%		0.00%	16.92%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.70%	0.00%	0.53%	0.00%	0.00%	2.38%	0.00%	0.00%	0.57%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.05%	0.00%	5.93%	0.00%	0.00%	1.21%	0.00%	0.66%	0.00%	3.47%	0.00%	0.00%	7.76%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	8.71%	4.14%	0.00%
Chalfont St. Giles Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Colindale Local Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.62%	0.00%
Gerrards Cross Town Centre	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.78%	9.35%	0.00%		0.00%	0.00%	0.00%	3.26%	25.82%
Hatterswaay Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.12%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.02%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.44%	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.93%	0.00%	0.00%	1.02%	0.00%	0.00%		0.00%	0.00%	1.04%	0.00%	19.40%
Marlow Town Centre	0.14%	0.00%	0.00%	0.00%	0.71%	0.00%	8.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	1.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.43%	0.00%
Milton Keynes Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	4.14%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Roebuck Retail Park, London Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	1.21%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.95%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.51%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.87%	0.00%	0.00%	0.00%	0.00%	0.00%	9.91%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	5.57%	2.34%		0.00%	0.00%	0.00%	0.00%	37.62%
Others, outside study area	2.07%	1.29%	0.51%	0.77%	0.71%	0.00%	0.00%	0.62%	0.00%	0.88%	0.96%	0.00%	2.49%	0.00%	0.64%	0.00%	2.85%	0.00%		4.55%	3.15%	4.07%	1.93%	4.54%
Abroad	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**16.6%**	**3.5%**	**7.5%**	**0.8%**	**1.4%**	**4.8%**	**19.3%**	**4.5%**	**1.7%**	**5.5%**	**2.3%**	**0.7%**	**11.2%**	**0.0%**	**5.1%**	**9.8%**	**20.6%**	**2.3%**		**10.9%**	**25.1%**	**18.0%**	**23.7%**	**91.6%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Watford BC Zone 1 Chemist (£m)	Watford BC Zone 2 Chemist (£m)	Hertsmere BC Zone 3 Chemist (£m)	Hertsmere BC Zone 4 Chemist (£m)	Hertsmere BC Zone 5 Chemist (£m)	Hertsmere BC Zone 6 Chemist (£m)	Three Rivers DC Zone 7 Chemist (£m)	Three Rivers DC Zone 8 Chemist (£m)	Three Rivers DC Zone 9 Chemist (£m)	Three Rivers DC Zone 10 Chemist (£m)	Dacorum BC Zone 11 Chemist (£m)	Dacorum BC Zone 12 Chemist (£m)	Dacorum BC Zone 13 Chemist (£m)	Dacorum BC Zone 14 Chemist (£m)	St Albans DC Zone 18 Chemist (£m)	St Albans DC Zone 19 Chemist (£m)	St Albans DC Zone 21 Chemist (£m)	Inner Study Area	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£1.0**	£0.6	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£17.7**	£6.3	£4.8	£1.2	£0.1	£0.1	£0.0	£1.1	£2.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£16.4***	£0.8	£0.0	£0.0	£0.4	£0.0
Others, Zone 1	**£0.4**	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.1**	**£7.2**	**£5.0**	**£1.4**	**£0.1**	**£0.1**	**£0.0**	**£1.3**	**£2.0**	**£0.3**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£17.9***	**£0.8**	**£0.0**	**£0.0**	**£0.4**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.6**	£0.3	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.0**	**£0.3**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£3.7**	£0.0	£0.0	£0.1	£0.3	£3.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.5***	£0.0	£0.0	£0.0	£0.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.5**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£4.3***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.7***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.2	£0.0
Others, Zone 6	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	***£3.4***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.5**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.3***	£0.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.1**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.9***	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£1.2	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£9.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£6.3	£2.5	£0.0	£0.0	£0.1	£0.0	£0.0	***£9.3***	£0.0	£0.1	£0.1	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£7.3**	**£2.7**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£10.8***	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.1	£0.0	£0.0
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.8	£0.6	£0.0	£0.0	£0.0	***£4.5***	£0.0	£0.4	£0.2	£0.0	£0.0
Others, Zone 13	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£3.8**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	***£4.6***	**£0.0**	**£0.4**	**£0.2**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.8	£0.0	£0.0	£0.0
Others, Zone 14	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	***£1.5***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£10.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£8.6	£1.3	£0.2	***£10.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£9.3**	**£1.4**	**£0.3**	***£11.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.6**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.9	£0.0	***£2.4***	£0.0	£0.1	£0.0	£0.2	£0.0
Cuffley Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.0**	**£0.2**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£1.8**	**£0.0**	***£3.3***	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.5	£0.0	£4.4	***£6.0***	£0.0	£0.0	£0.1	£0.0	£0.3
Sub-total	**£6.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£4.7**	***£6.2***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**
Total | Inner Study Area	**£82.8**	**£7.6**	**£5.4**	**£2.9**	**£2.0**	**£4.1**	**£2.8**	**£3.7**	**£3.8**	**£2.7**	**£3.3**	**£7.6**	**£4.3**	**£3.9**	**£2.1**	**£11.8**	**£4.0**	**£4.9**	***£76.8***	**£2.7**	**£1.5**	**£0.5**	**£0.9**	**£0.3**
Sub Total | Watford District	**£19.4**	£7.2	£5.2	£1.4	£0.1	£0.1	£0.0	£1.3	£2.0	£0.3	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£18.2***	£0.8	£0.0	£0.0	£0.4	£0.0
Sub Total | Hertsmere District	**£11.6**	£0.3	£0.0	£1.4	£1.6	£3.8	£2.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	***£11.2***	£0.0	£0.0	£0.0	£0.4	£0.0
Sub Total | Three Rivers Borough	**£10.7**	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£2.3	£1.3	£2.4	£2.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.8***	£1.9	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£19.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£7.3	£3.7	£3.9	£2.1	£0.2	£0.0	£0.0	***£17.8***	£0.0	£1.5	£0.4	£0.0	£0.0
Sub Total | St Albans City & District	**£21.5**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£11.4	£3.2	£4.9	***£20.8***	£0.0	£0.1	£0.1	£0.2	£0.3

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)	Zone 14 Chemist (£m)	Zone 18 Chemist (£m)	Zone 19 Chemist (£m)	Zone 21 Chemist (£m)	Inner Study Area	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.3	£0.0	£0.0	£4.2	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.7	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£20.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£16.4**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£2.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£2.8**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.5	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£5.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£5.8	£0.0	£0.0
Others, Zone 17	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.4	£0.0	£0.0
Sub-total	**£9.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.1**	**£9.7**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£4.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Edgware District Centre	**£4.2**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Wealdstone Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.4	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.8**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Sub-total Study Area	**£127.2**	**£7.6**	**£5.4**	**£2.9**	**£2.0**	**£4.1**	**£2.8**	**£3.7**	**£4.0**	**£2.7**	**£3.3**	**£7.6**	**£4.3**	**£3.9**	**£2.1**	**£11.8**	**£4.0**	**£4.9**	***£77.3***	**£19.1**	**£4.4**	**£10.2**	**£15.7**	**£0.6**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.7	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.9**	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£1.1	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.2	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.3	£0.0
Gerrards Cross Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.5	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.7	£1.7
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.8**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.1	£0.0	£1.3
Marlow Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.7	£0.0
Milton Keynes Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.5	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.1
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.1	***£1.2***	£0.0	£0.0	£0.0	£0.0	£2.5
Others, outside study area	**£2.9**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.5***	£1.0	£0.2	£0.5	£0.4	£0.3
Abroad	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£22.2**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.2**	**£0.7**	**£0.2**	**£0.1**	**£0.2**	**£0.1**	**£0.1**	**£0.5**	**£0.0**	**£0.1**	**£1.3**	**£1.0**	**£0.1**	***£5.3***	**£2.3**	**£1.5**	**£2.2**	**£4.9**	**£6.0**
Total (rounded)	**£149.4**	**£7.9**	**£5.9**	**£3.0**	**£2.0**	**£4.3**	**£3.5**	**£3.8**	**£4.1**	**£2.9**	**£3.4**	**£7.6**	**£4.8**	**£3.9**	**£2.2**	**£13.1**	**£5.0**	**£5.1**	***£82.5***	**£21.4**	**£5.9**	**£12.5**	**£20.6**	**£6.6**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
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Table 19: Large electrical goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination *Study Area*	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.66%	2.65%	3.75%	2.53%	5.96%	1.42%	0.00%	2.17%	0.81%	4.87%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.67%	8.83%	7.53%	10.38%	2.32%	0.00%	1.05%	1.48%	3.15%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		2.83%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	5.50%	36.58%	15.55%	16.50%	6.44%	8.92%	1.05%	11.69%	16.02%	15.63%	1.66%	0.00%	1.84%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	0.00%	6.07%	0.00%
Watford Town Centre	25.20%	50.13%	54.55%	66.94%	38.18%	27.82%	1.46%	66.47%	67.07%	34.57%	31.75%	15.94%	9.70%	26.57%	8.93%	15.58%	2.53%	1.61%		30.14%	8.59%	0.00%	32.16%	0.00%
Others, Zone 1	0.46%	1.06%	0.90%	0.00%	0.00%	0.00%	0.00%	2.96%	2.61%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Sub-total	**33.49%**	**99.24%**	**82.28%**	**96.34%**	**52.90%**	**38.15%**	**3.56%**	**84.78%**	**89.66%**	**58.17%**	**33.41%**	**15.94%**	**11.54%**	**26.57%**	**8.93%**	**20.04%**	**2.53%**	**1.61%**		**34.16%**	**8.59%**	**0.00%**	**38.23%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.09%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**0.00%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.18%	0.00%	0.00%	1.20%	13.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.51%	0.00%	0.00%	1.26%	6.77%	1.49%	0.00%	1.06%	2.38%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.65%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**2.46%**	**20.32%**	**1.49%**	**0.00%**	**1.06%**	**2.38%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.65%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.29%	0.00%	0.00%	1.20%	10.04%	23.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.12%	0.00%	0.00%	0.00%	0.00%	2.90%	2.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.52%	0.00%	0.00%	0.00%	0.00%	10.24%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.93%**	**0.00%**	**0.00%**	**1.20%**	**10.04%**	**36.87%**	**3.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.35%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	20.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.32%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.89%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.32%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.06%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**8.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.77%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	28.51%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	1.19%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**1.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**0.00%**	**29.70%**	**1.19%**	**1.14%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	9.35%	20.11%	16.07%	11.68%	1.51%	7.50%	0.00%	2.26%		0.00%	4.44%	1.20%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	4.80%	21.40%	59.84%	62.65%	29.50%	10.88%	1.53%	0.00%	1.61%		0.00%	17.82%	0.00%	0.00%	0.00%
Others, Zone 11	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.80%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**6.13%**	**30.75%**	**81.62%**	**78.72%**	**41.18%**	**12.39%**	**9.03%**	**0.00%**	**3.87%**		**0.00%**	**22.26%**	**1.20%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.29%	4.32%	0.00%	0.00%	0.00%		0.00%	1.56%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.29%**	**4.32%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.56%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.36%	0.00%	0.00%	0.00%		0.00%	2.96%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.96%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.57%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.35%	0.00%	1.27%	0.00%	1.62%	3.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.21%	19.39%	6.61%		0.00%	0.00%	0.00%	0.00%	0.99%
Others, Zone 18	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.89%**	**0.00%**	**1.27%**	**0.00%**	**1.62%**	**3.40%**	**1.46%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**26.78%**	**20.63%**	**8.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.33%	0.00%	0.95%	0.00%	3.13%	0.00%	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	3.70%	2.26%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.43%**	**0.00%**	**0.95%**	**0.00%**	**3.13%**	**0.00%**	**2.10%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**1.46%**	**3.70%**	**2.26%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.00%	6.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.48%**	**0.00%**	**8.38%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**87.3%**	**100.0%**	**88.0%**	**79.9%**	**33.6%**	**90.2%**	**92.0%**	**79.8%**	**95.0%**	**98.8%**	**92.5%**	**87.9%**	**35.5%**	**59.8%**	**30.2%**	**24.4%**		**35.8%**	**35.4%**	**1.2%**	**42.6%**	**1.0%**
Sub Total | Watford District	33.6%	99.2%	83.2%	96.3%	52.9%	38.1%	3.6%	85.9%	89.7%	58.2%	34.6%	15.9%	11.5%	26.6%	8.9%	20.0%	2.5%	1.6%		34.2%	8.6%	0.0%	38.2%	0.0%
Sub Total | Hertsmere District	3.1%	0.0%	0.0%	3.7%	30.4%	38.4%	26.5%	1.1%	2.4%	1.8%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	3.3%	0.0%		1.7%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	1.1%	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	13.7%	29.7%	1.2%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	6.1%	30.7%	81.6%	78.7%	58.5%	26.6%	9.0%	0.0%	3.9%		0.0%	26.8%	1.2%	0.0%	0.0%
Sub Total | St Albans City & District	3.7%	0.0%	2.2%	0.0%	4.7%	3.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	30.7%	24.3%	18.9%		0.0%	0.0%	0.0%	0.0%	1.0%

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.78%	0.00%	0.00%	18.76%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.23%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.42%**	**0.00%**	**0.00%**	**7.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**24.19%**	**0.00%**	**0.00%**	**18.76%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.53%	0.00%	0.00%	1.84%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	10.51%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.53%**	**0.00%**	**0.00%**	**1.84%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**10.51%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	9.28%	0.00%	5.06%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	6.15%	0.00%	0.00%
Others, Zone 17	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.53%	0.00%	0.00%
Sub-total	**2.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.07%**	**18.97%**	**0.00%**	**5.06%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.27%	0.00%	0.00%	0.00%	0.00%	1.42%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Edgware District Centre	0.74%	0.00%	0.90%	0.00%	0.00%	7.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stanmore District Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Wealdstone Local Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.44%**	**0.00%**	**0.90%**	**0.00%**	**0.00%**	**8.49%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.90%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%		0.00%	0.00%	0.00%	0.00%	8.17%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.22%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.16%**
Sub-total Study Area	**63.8%**	**100.0%**	**88.2%**	**100.0%**	**88.0%**	**89.8%**	**34.7%**	**90.2%**	**99.2%**	**82.3%**	**95.0%**	**98.8%**	**94.4%**	**87.9%**	**37.0%**	**59.8%**	**30.2%**	**27.6%**		**60.0%**	**47.9%**	**20.2%**	**68.2%**	**15.2%**
Outside Study Area																								
Amersham Town Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	9.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.75%	1.46%	0.00%	0.00%		0.00%	14.93%	2.73%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	3.54%	0.00%	0.00%	0.00%	2.38%	4.39%	2.09%	0.00%	0.00%	0.00%	1.66%	0.00%	0.00%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	1.20%	18.61%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.63%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.92%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	1.33%	1.66%	0.00%	0.00%	1.64%	2.02%	6.04%	2.59%	0.00%		5.20%	1.56%	0.00%	2.62%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	26.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.09%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	13.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	11.26%	1.69%		0.00%	0.00%	0.00%	0.00%	6.05%
Hattersway Retail Park, Chaul End Lane, Luton	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.05%	0.00%	6.66%		0.00%	0.00%	0.00%	0.00%	6.84%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	2.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.38%	0.81%	8.60%	1.66%	0.00%	0.00%	4.82%	4.46%	0.00%	0.00%	0.00%		9.84%	12.06%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Ikea, Drury Way, North Circular Road, Wembley	0.44%	0.00%	11.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	1.18%	0.00%	2.48%	0.00%	4.42%		0.00%	0.00%	5.47%	0.00%	8.91%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	26.26%	0.00%	0.00%	0.00%		0.00%	6.59%	60.35%	0.00%	0.99%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.14%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.97%
Others, Aylesbury	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	1.20%	0.00%	0.00%
Others, Enfield	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.48%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.07%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	9.17%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.69%	0.00%		0.00%	0.00%	0.00%	0.00%	1.67%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.13%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	6.81%	0.00%	0.00%	0.00%	4.81%	1.42%	17.69%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	21.11%	37.85%	57.90%		0.00%	0.00%	0.00%	0.00%	36.69%
Others, outside study area	4.12%	0.00%	0.00%	0.00%	0.00%	0.00%	4.24%	0.00%	0.00%	6.49%	0.00%	1.25%	2.28%	1.64%	9.49%	0.00%	4.19%	0.00%		2.83%	0.00%	7.75%	10.53%	11.51%
Abroad	0.19%	0.00%	0.00%	0.00%	4.80%	1.42%	0.00%	4.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**36.2%**	**0.0%**	**11.8%**	**0.0%**	**12.0%**	**10.2%**	**65.3%**	**9.8%**	**0.8%**	**17.7%**	**5.0%**	**1.3%**	**5.6%**	**12.2%**	**63.0%**	**40.2%**	**69.8%**	**72.4%**		**40.0%**	**52.1%**	**79.8%**	**31.8%**	**84.8%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 20: Large electrical goods expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination *Study Area*	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)	Zone 18 Electrical (£m)	Zone 19 Electrical (£m)	Zone 21 Electrical (£m)	*Inner Study Area*	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£2.3**	£0.4	£0.5	£0.1	£0.3	£0.1	£0.0	£0.2	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£5.9**	£1.3	£1.0	£0.6	£0.1	£0.0	£0.1	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£4.0***	£1.9	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£17.6**	£5.5	£2.0	£1.0	£0.3	£0.9	£0.1	£0.9	£1.6	£0.9	£0.1	£0.0	£0.2	£0.0	£0.0	£0.4	£0.0	£0.0	***£13.9***	£0.0	£0.0	£0.0	£3.7	£0.0
Watford Town Centre	**£91.7**	£7.6	£6.9	£3.9	£1.6	£2.7	£0.1	£5.0	£6.9	£2.0	£2.2	£2.7	£1.1	£2.1	£0.4	£4.1	£0.3	£0.2	***£49.9***	£20.2	£1.9	£0.0	£19.8	£0.0
Others, Zone 1	**£1.7**	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.8	£0.0	£0.0	£0.0	£0.0
Sub-total	**£119.1**	**£15.0**	**£10.4**	**£5.6**	**£2.3**	**£3.8**	**£0.2**	**£6.4**	**£9.2**	**£3.4**	**£2.3**	**£2.7**	**£1.3**	**£2.1**	**£0.4**	**£5.3**	**£0.3**	**£0.2**	***£70.9***	**£22.8**	**£1.9**	**£0.0**	**£23.5**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.8**	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.0**	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.1**	**£0.9**	**£0.1**	**£0.0**	**£0.1**	**£0.2**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£4.7**	£0.0	£0.0	£0.1	£0.4	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.8***	£0.0	£0.0	£0.0	£1.9	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.0**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£3.6**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.4***	**£0.0**	**£0.0**	**£0.0**	**£2.7**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.2**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£2.4**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£10.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£3.4	£1.8	£0.9	£0.1	£2.0	£0.0	£0.2	***£9.1***	£0.0	£1.0	£0.4	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£26.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£1.5	£10.2	£7.0	£2.3	£0.5	£0.4	£0.0	£0.2	***£22.4***	£0.0	£3.9	£0.0	£0.0	£0.0
Others, Zone 11	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£37.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.4**	**£2.2**	**£13.9**	**£8.8**	**£3.2**	**£0.6**	**£2.4**	**£0.0**	**£0.4**	***£31.9***	**£0.0**	**£4.9**	**£0.4**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£1.5***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.6	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.2	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£8.8**	£0.0	£0.2	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£2.0	£0.7	***£8.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.9**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£7.1**	**£2.1**	**£0.8**	***£10.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.1**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.2	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.4**	**£0.4**	**£0.2**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.9**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£189.1**	**£15.1**	**£11.1**	**£5.8**	**£3.7**	**£7.9**	**£2.3**	**£6.8**	**£9.4**	**£4.7**	**£6.7**	**£16.8**	**£10.4**	**£6.8**	**£1.6**	**£15.8**	**£3.1**	**£2.5**	***£130.7***	**£23.9**	**£7.7**	**£0.4**	**£26.2**	**£0.2**
Sub Total | Watford District	**£119.4**	£15.0	£10.6	£5.6	£2.3	£3.8	£0.2	£6.5	£9.2	£3.4	£2.4	£2.7	£1.3	£2.1	£0.4	£5.3	£0.3	£0.2	***£71.2***	£22.8	£1.9	£0.0	£23.5	£0.0
Sub Total | Hertsmere District	**£11.8**	£0.0	£0.0	£0.2	£1.3	£3.8	£1.8	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	***£8.0***	£1.1	£0.0	£0.0	£2.7	£0.0
Sub Total | Three Rivers Borough	**£3.8**	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8	£2.1	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£3.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£40.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.2	£13.9	£8.8	£4.6	£1.2	£2.4	£0.0	£0.4	***£33.9***	£0.0	£5.9	£0.4	£0.0	£0.0
Sub Total | St Albans City & District	**£13.9**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£8.1	£2.5	£1.9	***£13.8***	£0.0	£0.0	£0.0	£0.0	£0.2

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)	Zone 18 Electrical (£m)	Zone 19 Electrical (£m)	Zone 21 Electrical (£m)	*Inner Study Area*	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£15.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.2	£0.0	£0.0	£11.5	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£12.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£28.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£16.2**	**£0.0**	**£0.0**	**£11.5**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£3.0	£0.0	£0.8
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£2.0	£0.0	£0.0
Others, Zone 17	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.1	£0.0	£0.0
Sub-total	**£7.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.5**	**£6.1**	**£0.0**	**£0.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.8	£0.0
Edgware District Centre	**£2.7**	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£1.9	£0.0
Stanmore District Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Wealdstone Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£1.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£234.8**	**£15.1**	**£11.2**	**£5.8**	**£3.7**	**£8.8**	**£2.4**	**£6.8**	**£10.2**	**£4.9**	**£6.7**	**£16.8**	**£10.6**	**£6.8**	**£1.7**	**£15.8**	**£3.1**	**£2.8**	***£133.3***	**£40.1**	**£10.5**	**£6.4**	**£41.9**	**£2.5**
Outside Study Area																								
Amersham Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£2.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.4	£0.0	£0.0	***£1.3***	£0.0	£3.3	£0.9	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£13.0**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.4	£11.4	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£7.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.1	£1.6	£0.3	£0.0	***£2.4***	£3.5	£0.3	£0.0	£1.6	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£3.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.2	£0.2	***£2.9***	£0.0	£0.0	£0.0	£0.0	£1.0
Hatterswaty Retail Park, Chaul End Lane, Luton	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.7	***£1.2***	£0.0	£0.0	£0.0	£0.0	£1.1
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£10.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.5	£0.1	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	***£1.6***	£6.6	£2.6	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£1.5**	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.7	£0.0	***£1.3***	£0.0	£0.0	£1.7	£0.0	£1.5
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£22.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£0.0	***£1.4***	£0.0	£1.4	£19.3	£0.0	£0.2
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.3
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£0.4	£0.0	£0.0
Others, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.2	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Roebuck Retail Park, London Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.3
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£13.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£13.5	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£23.2**	£0.0	£0.0	£0.0	£0.2	£0.1	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£5.6	£3.9	£5.9	***£17.2***	£0.0	£0.0	£0.0	£0.0	£6.0
Others, outside study area	**£14.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.2	£0.3	£0.1	£0.4	£0.0	£0.4	£0.0	***£2.1***	£1.9	£0.0	£2.5	£6.5	£1.9
Abroad	**£0.7**	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£136.8**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£1.0**	**£4.5**	**£0.7**	**£0.1**	**£1.0**	**£0.3**	**£0.2**	**£0.6**	**£0.9**	**£2.9**	**£10.6**	**£7.3**	**£7.4**	***£39.7***	**£26.8**	**£11.4**	**£25.5**	**£19.5**	**£13.9**
Total (rounded)	**£371.6**	**£15.1**	**£12.7**	**£5.8**	**£4.3**	**£9.8**	**£6.9**	**£7.6**	**£10.3**	**£5.9**	**£7.0**	**£17.0**	**£11.2**	**£7.8**	**£4.6**	**£26.4**	**£10.4**	**£10.2**	***£173.0***	**£66.9**	**£21.9**	**£31.9**	**£61.4**	**£16.4**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 21: DIY goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21		Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)		DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	0.34%	0.60%	1.58%	1.61%	3.23%	0.00%	0.00%	1.63%	3.78%	1.48%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.29%	2.35%	7.82%	3.21%	0.00%	0.00%	0.00%	0.83%	0.77%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%		3.33%	0.00%	0.00%	1.32%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	12.21%	51.88%	50.77%	35.34%	25.97%	11.19%	0.00%	74.36%	60.15%	39.45%	9.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.43%	1.50%	0.00%	8.94%	0.00%
Watford Town Centre	5.21%	28.85%	31.46%	33.52%	21.50%	3.91%	0.00%	9.30%	22.15%	5.05%	5.58%	0.83%	0.00%	0.88%	0.79%	0.00%	0.00%	0.00%	2.98%	0.00%	0.00%	0.00%	0.00%
Others, Zone 1	0.05%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**19.10%**	**83.66%**	**91.63%**	**73.68%**	**50.69%**	**16.27%**	**0.00%**	**86.11%**	**86.84%**	**47.20%**	**17.11%**	**0.83%**	**0.00%**	**0.88%**	**0.79%**	**0.77%**	**0.00%**	**0.00%**	**11.73%**	**1.50%**	**0.00%**	**10.26%**	**0.00%**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.75%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.08%	0.00%	0.00%	1.57%	1.60%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**1.57%**	**1.60%**	**0.00%**	**0.00%**	**1.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.75%**	**0.00%**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.22%	0.00%	0.00%	5.01%	3.23%	0.00%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.34%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.88%	0.00%	0.00%	1.32%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**5.77%**	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.81%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	0.04%	0.00%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	1.62%	0.00%	0.00%	0.00%	13.89%	30.75%	8.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	3.76%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	1.11%	0.00%	0.00%	9.73%	13.41%	16.12%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.22%	0.00%	0.00%	0.00%	0.78%	7.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.94%**	**0.00%**	**0.00%**	**9.73%**	**28.08%**	**54.60%**	**10.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.33%**	**0.00%**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	0.96%	0.00%	0.00%	0.00%	0.00%	1.12%	26.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.52%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.12%**	**28.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.51%**	**0.00%**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.52%	1.02%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.46%	6.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Sub-total	**0.80%**	**6.62%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.31%**	**1.02%**	**3.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	25.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**25.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	0.23%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	9.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.39%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	9.38%	1.58%	0.78%	1.84%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.65%**	**0.60%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**1.74%**	**20.13%**	**1.58%**	**0.78%**	**1.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	3.42%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.13%	10.91%	38.08%	13.97%	12.02%	1.89%	0.00%	0.00%	2.31%	0.00%	5.88%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.67%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	1.74%	37.34%	47.83%	63.39%	26.05%	10.36%	1.08%	0.00%	1.93%	0.00%	4.06%	0.00%	0.00%	0.00%
Others, Zone 11	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	1.02%	4.88%	3.28%	11.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%
Sub-total	**10.83%**	**0.00%**	**2.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.90%**	**0.00%**	**4.79%**	**49.27%**	**90.78%**	**80.64%**	**49.51%**	**12.25%**	**1.08%**	**0.00%**	**4.24%**	**0.00%**	**9.95%**	**1.42%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	30.62%	3.81%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**30.62%**	**3.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																							
Tring Town Centre	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	48.13%	0.00%	0.00%	0.00%	0.00%	5.40%	2.03%	0.00%	0.00%
Others, Zone 14	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.78%	0.92%	6.68%	0.00%	0.00%	0.00%	0.00%	1.50%	1.02%	0.00%	0.00%
Sub-total	**1.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.78%**	**1.80%**	**54.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.90%**	**3.05%**	**0.00%**	**0.00%**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	4.67%	0.00%	1.55%	0.00%	1.91%	0.00%	8.12%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	35.97%	4.63%	22.06%	0.00%	0.00%	0.00%	0.00%	2.24%
St. Albans City Centre	7.13%	9.12%	0.00%	0.00%	6.74%	12.70%	4.62%	0.00%	0.00%	0.00%	3.50%	0.83%	2.74%	0.00%	0.00%	45.83%	26.39%	14.19%	0.00%	0.00%	0.00%	1.32%	2.27%
Others, Zone 18	0.62%	0.00%	0.79%	0.00%	0.00%	3.91%	4.90%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	11.81%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.42%**	**9.12%**	**2.34%**	**0.00%**	**8.66%**	**16.60%**	**17.63%**	**0.00%**	**0.73%**	**0.00%**	**4.52%**	**0.83%**	**2.74%**	**0.00%**	**0.00%**	**81.80%**	**42.83%**	**37.18%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**4.51%**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.20%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	2.26%	0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.10%	0.00%	0.00%	0.00%	1.09%	1.12%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.39%**	**0.00%**	**0.00%**	**1.07%**	**1.09%**	**1.12%**	**1.95%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**4.11%**	**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	5.13%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**5.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**97.4%**	**91.8%**	**96.5%**	**89.7%**	**58.0%**	**97.5%**	**95.3%**	**83.5%**	**93.2%**	**94.0%**	**85.8%**	**84.6%**	**71.7%**	**87.5%**	**54.1%**	**49.8%**	**12.6%**	**22.4%**	**4.5%**	**24.5%**	**4.5%**
Sub Total | Watford District	19.4%	83.7%	91.6%	75.2%	52.3%	16.3%	0.0%	87.7%	86.8%	47.2%	17.1%	0.8%	0.0%	0.9%	0.8%	0.8%	0.0%	0.0%	11.7%	1.5%	0.0%	12.0%	0.0%
Sub Total | Hertsmere District	4.6%	0.0%	0.0%	15.5%	34.5%	55.7%	38.4%	0.0%	0.8%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.7%	1.0%	0.9%	0.0%	0.0%	11.2%	0.0%
Sub Total | Three Rivers Borough	2.1%	7.2%	0.8%	0.0%	0.0%	0.0%	0.0%	7.9%	7.0%	30.1%	20.1%	1.6%	0.8%	1.8%	0.0%	1.5%	2.5%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.9%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	4.8%	50.3%	90.8%	82.2%	81.9%	70.9%	1.1%	0.0%	4.2%	0.0%	19.8%	4.5%	0.0%	0.0%
Sub Total | St Albans City & District	13.1%	9.1%	2.3%	1.1%	9.7%	17.7%	19.6%	0.0%	0.7%	0.0%	5.6%	0.8%	2.7%	0.0%	0.0%	83.3%	46.9%	44.6%	0.0%	0.0%	0.0%	1.3%	4.5%

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)	Zone 18 DIY (%)	Zone 19 DIY (%)	Zone 21 DIY (%)	*Inner Study Area*	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 20 (%)	Zone 22 (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	3.50%	0.00%	0.00%	4.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.02%	0.00%	0.00%	22.71%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.36%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.96%	7.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.84%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.38%**	**0.00%**	**0.00%**	**4.21%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.96%**	**7.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	***0.00%***	**19.22%**	**0.00%**	**0.00%**	**22.71%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	28.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Sub-total	**1.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**30.22%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.15%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	25.51%	0.00%	0.00%
Leighton Buzzard Town Centre	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	31.99%	0.00%	0.00%
Others, Zone 17	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.15%	0.00%	0.00%
Sub-total	**5.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**3.48%**	**1.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**1.50%**	**66.80%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.32%	0.00%
Edgware District Centre	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.26%	0.00%
Stanmore District Centre	0.52%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.92%	0.00%	0.00%	2.51%	0.00%
Wealdstone Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.23%	0.00%	0.00%	15.58%	0.00%
Sub-total	**3.59%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**4.23%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**2.15%**	**0.00%**	**0.00%**	**23.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	0.00%	23.31%		0.00%	0.00%	0.00%	0.00%	7.39%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	1.32%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.35%**	**0.00%**	**24.63%**	***0.00%***	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.39%**
Sub-total Study Area	**70.8%**	**100.0%**	**97.4%**	**99.2%**	**96.5%**	**89.7%**	**62.2%**	**98.3%**	**100.0%**	**90.7%**	**93.2%**	**95.6%**	**89.2%**	**85.9%**	**72.4%**	**95.0%**	**54.1%**	**74.4%**	***0.0%***	**34.0%**	**54.1%**	**71.3%**	**70.9%**	**11.9%**
Outside Study Area																								
Amersham Town Centre	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.66%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.62%	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.83%	0.82%	0.92%	24.33%	0.00%	0.00%	0.00%		0.00%	30.77%	1.07%	0.00%	0.00%
Beaconsfield Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	0.70%	0.00%	0.00%	0.00%	0.00%	5.78%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	10.21%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Chalfont St. Giles Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Colindale Local Centre	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.32%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	12.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.95%	13.40%	2.26%		0.00%	0.00%	0.00%	0.00%	14.25%
Hatterssway Retail Park, Chaul End Lane, Luton	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	7.19%		0.00%	0.00%	0.00%	0.00%	10.96%
Hertford City Centre	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Ikea, Drury Way, North Circular Road, Wembley	0.07%	0.00%	1.06%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.87%		0.00%	0.00%	3.51%	0.00%	7.80%
Marlow Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Milton Keynes Town Centre	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%		0.00%	0.00%	10.17%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.42%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Others, Aylesbury	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.82%	0.00%	0.00%	0.00%		0.00%	1.81%	0.00%	0.00%	0.00%
Others, Enfield	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	6.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	2.11%	0.00%		0.00%	0.00%	0.00%	1.25%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.99%		0.00%	0.00%	0.00%	0.00%	5.74%
Roebuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%	0.94%		0.00%	0.00%	0.00%	0.00%	1.78%
The Galleria Outlet, Comet Way, Hatfield	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.81%		0.00%	0.00%	0.00%	1.75%	4.27%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.93%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.56%	0.00%	0.00%	0.00%	1.60%	0.00%	3.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.00%	7.76%	2.64%		0.00%	0.00%	0.00%	1.25%	30.59%
Others, outside study area	11.82%	0.00%	1.58%	0.80%	1.91%	3.34%	7.47%	0.00%	0.00%	0.87%	5.83%	1.89%	9.12%	0.00%	1.58%	0.00%	15.62%	1.88%		41.48%	7.74%	11.54%	14.91%	10.52%
Abroad	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.02%	0.00%	0.91%
Sub Total outside Study Area	**29.2%**	**0.0%**	**2.6%**	**0.8%**	**3.5%**	**10.3%**	**37.8%**	**1.7%**	**0.0%**	**9.3%**	**6.8%**	**4.4%**	**10.8%**	**14.1%**	**27.5%**	**5.0%**	**45.9%**	**25.6%**		**66.0%**	**45.9%**	**28.7%**	**29.1%**	**88.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Watford BC Zone 1 DIY (£m)	Watford BC Zone 2 DIY (£m)	Hertsmere BC Zone 3 DIY (£m)	Hertsmere BC Zone 4 DIY (£m)	Hertsmere BC Zone 5 DIY (£m)	Hertsmere BC Zone 6 DIY (£m)	Three Rivers DC Zone 7 DIY (£m)	Three Rivers DC Zone 8 DIY (£m)	Three Rivers DC Zone 9 DIY (£m)	Three Rivers DC Zone 10 DIY (£m)	Dacorum BC Zone 11 DIY (£m)	Dacorum BC Zone 12 DIY (£m)	Dacorum BC Zone 13 DIY (£m)	Dacorum BC Zone 14 DIY (£m)	St Albans DC Zone 18 DIY (£m)	St Albans DC Zone 19 DIY (£m)	St Albans DC Zone 21 DIY (£m)	*Inner Study Area*	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£1.0**	£0.1	£0.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£3.4**	£0.3	£0.7	£0.2	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£1.5***	£1.4	£0.0	£0.0	£0.5	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£32.0**	£6.0	£4.5	£1.8	£1.0	£0.8	£0.0	£4.9	£4.7	£2.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£26.3***	£2.3	£0.2	£0.0	£3.2	£0.0
Watford Town Centre	**£13.3**	£3.3	£2.8	£1.7	£0.8	£0.3	£0.0	£0.6	£1.7	£0.3	£0.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£12.0***	£1.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 1	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£49.8**	**£9.7**	**£8.1**	**£3.7**	**£2.0**	**£1.1**	**£0.0**	**£5.7**	**£6.8**	**£2.5**	**£1.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£40.9***	**£5.0**	**£0.2**	**£0.0**	**£3.7**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.6	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.6**	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.4	£0.0	£0.0	£0.5	£0.0
Sub-total	**£1.6**	**£0.0**	**£0.0**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£0.7***	**£0.4**	**£0.0**	**£0.0**	**£0.5**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.5	£2.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£3.2***	£0.0	£0.0	£0.0	£1.4	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£3.2**	£0.0	£0.0	£0.5	£0.5	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.0**	**£0.5**	**£1.1**	**£3.7**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	***£6.0***	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.8***	£0.0	£0.0	£0.0	£1.3	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£1.0**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.6**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£1.1**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.8**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£1.2**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£8.4**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£4.5	£1.1	£0.8	£0.1	£0.0	£0.0	£0.2	***£7.7***	£0.0	£0.7	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£16.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£2.2	£5.7	£5.1	£1.8	£0.4	£0.3	£0.0	£0.2	***£15.8***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 11	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.3	£0.0	£0.0
Sub-total	**£26.8**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£2.9**	**£10.8**	**£6.5**	**£3.4**	**£0.4**	**£0.3**	**£0.0**	**£0.4**	***£25.3***	**£0.0**	**£1.2**	**£0.3**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.1	£0.1	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.3***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.6	£0.4	£0.0	£0.0
Others, Zone 14	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£2.0**	**£0.0**	**£0.0**	**£0.0**	***£2.2***	**£0.0**	**£0.8**	**£0.6**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£11.8**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.3	£0.4	£2.1	***£11.6***	£0.0	£0.0	£0.0	£0.0	£0.3
St. Albans City Centre	**£18.0**	£1.1	£0.0	£0.0	£0.3	£0.9	£0.3	£0.0	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£10.6	£2.4	£1.3	***£17.3***	£0.0	£0.0	£0.0	£0.5	£0.3
Others, Zone 18	**£1.8**	£0.0	£0.1	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£31.7**	**£1.1**	**£0.2**	**£0.0**	**£0.3**	**£1.1**	**£1.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£19.0**	**£3.8**	**£3.5**	***£30.7***	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.5**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.4**	**£0.2**	***£1.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.5**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£136.6**	**£11.6**	**£8.6**	**£4.6**	**£3.7**	**£6.2**	**£3.3**	**£6.4**	**£7.4**	**£4.5**	**£5.4**	**£11.1**	**£6.9**	**£5.9**	**£2.6**	**£20.3**	**£4.9**	**£4.7**	***£118.2***	**£5.3**	**£2.7**	**£0.9**	**£8.9**	**£0.5**
Sub Total | Watford District	**£50.7**	£9.7	£8.1	£3.8	£2.0	£1.1	£0.0	£5.8	£6.8	£2.5	£1.0	£0.1	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£41.2***	£5.0	£0.2	£0.0	£4.3	£0.0
Sub Total | Hertsmere District	**£13.4**	£0.0	£0.0	£0.8	£1.3	£3.8	£2.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	***£9.0***	£0.4	£0.0	£0.0	£4.0	£0.0
Sub Total | Three Rivers Borough	**£5.8**	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£1.6	£1.2	£0.2	£0.1	£0.1	£0.0	£0.4	£0.2	£0.0	***£5.7***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£33.2**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£2.9	£10.8	£6.7	£5.7	£2.6	£0.3	£0.0	£0.4	***£29.9***	£0.0	£2.4	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£33.5**	£1.1	£0.2	£0.1	£0.4	£1.2	£1.1	£0.0	£0.1	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£19.3	£4.2	£4.2	***£32.5***	£0.0	£0.0	£0.0	£0.5	£0.5

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)	Zone 14 DIY (£m)	Zone 18 DIY (£m)	Zone 19 DIY (£m)	Zone 21 DIY (£m)	Inner Study Area	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.7**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.3	£0.0	£0.0	£8.2	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£6.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£17.5**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£1.2***	**£8.1**	**£0.0**	**£0.0**	**£8.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£3.5	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£3.6**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.7	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£5.3	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£6.7	£0.0	£0.0
Others, Zone 17	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£1.3	£0.0	£0.0
Sub-total	**£14.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.2**	**£14.0**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.5	£0.0
Edgware District Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.5	£0.0
Stanmore District Centre	**£1.5**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.4	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£6.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£10.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.9**	**£0.0**	**£0.0**	**£8.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£2.2	***£3.4***	£0.0	£0.0	£0.0	£0.0	£0.8
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£2.3**	***£3.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£187.0**	**£11.6**	**£8.6**	**£5.0**	**£3.7**	**£6.2**	**£3.6**	**£6.5**	**£7.8**	**£4.9**	**£5.4**	**£11.3**	**£7.2**	**£5.9**	**£2.7**	**£22.0**	**£4.9**	**£7.0**	***£124.3***	**£14.4**	**£6.5**	**£14.9**	**£25.6**	**£1.4**
Outside Study Area																								
Amersham Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.5	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.9	£0.0	£0.0	£0.0	***£1.2***	£0.0	£3.7	£0.2	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.2	£0.2	***£3.0***	£0.0	£0.0	£0.0	£0.0	£1.6
Hattersway Retail Park, Chaul End Lane, Luton	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.3
Hertford City Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.2**	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.7	£0.0	£0.9
Marlow Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.1	£0.0
Milton Keynes Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.1	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.3	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Aylesbury	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.2	£0.0	£0.0	£0.0
Others, Enfield	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.7
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.2
The Galleria Outlet, Comet Way, Hatfield	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£0.8***	£0.0	£0.0	£0.0	£0.6	£0.5
Uxbridge Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£8.8	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£5.3**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.2	***£1.4***	£0.0	£0.0	£0.0	£0.5	£3.5
Others, outside study area	**£31.4**	£0.0	£0.1	£0.0	£0.1	£0.2	£0.4	£0.0	£0.0	£0.0	£0.3	£0.2	£0.7	£0.0	£0.1	£0.0	£1.4	£0.2	***£3.9***	£17.5	£0.9	£2.4	£5.4	£1.2
Abroad	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.2	£0.0	£0.1
Sub Total outside Study Area	**£75.5**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.7**	**£2.2**	**£0.1**	**£0.0**	**£0.5**	**£0.4**	**£0.5**	**£0.9**	**£1.0**	**£1.0**	**£1.2**	**£4.1**	**£2.4**	***£15.4***	**£27.9**	**£5.5**	**£6.0**	**£10.5**	**£10.1**
Total (rounded)	**£262.5**	**£11.6**	**£8.8**	**£5.0**	**£3.9**	**£6.9**	**£5.7**	**£6.6**	**£7.8**	**£5.4**	**£5.8**	**£11.8**	**£8.1**	**£6.9**	**£3.7**	**£23.2**	**£9.0**	**£9.4**	***£139.6***	**£42.3**	**£12.0**	**£20.9**	**£36.1**	**£11.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
Study Area		Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)	Zone 14 Furniture (%)	Zone 18 Furniture (%)	Zone 19 Furniture (%)	Zone 21 Furniture (%)		Zone 15 Furniture (%)	Zone 16 Furniture (%)	Zone 17 Furniture (%)	Zone 20 Furniture (%)	Zone 22 Furniture (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	2.79%	2.43%	1.40%	12.40%	1.69%	1.39%	0.00%	5.85%	9.69%	5.58%	0.00%	4.49%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	15.36%	1.89%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.17%	6.18%	7.27%	2.01%	2.41%	0.00%	0.00%	1.19%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	1.89%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	8.41%	19.59%	32.35%	23.59%	20.72%	16.09%	1.83%	30.35%	24.73%	14.96%	22.46%	22.12%	10.56%	5.89%	2.55%	7.25%	0.00%	6.64%		2.22%	2.70%	0.00%	1.89%	0.00%
Watford Town Centre	17.98%	64.67%	38.31%	42.12%	37.19%	24.50%	20.68%	22.17%	53.40%	40.06%	32.70%	10.41%	13.27%	10.88%	9.35%	18.22%	1.59%	2.73%		18.32%	6.56%	0.00%	12.99%	0.97%
Others, Zone 1	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	1.58%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Sub-total	**30.65%**	**92.88%**	**79.33%**	**80.12%**	**62.01%**	**41.98%**	**22.51%**	**59.56%**	**87.82%**	**61.96%**	**56.90%**	**37.02%**	**25.42%**	**17.96%**	**11.90%**	**25.46%**	**1.59%**	**9.37%**		**21.65%**	**9.26%**	**15.36%**	**20.00%**	**0.97%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.51%	5.09%	0.00%	15.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.82%**	**5.09%**	**0.00%**	**15.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.01%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.67%	0.00%	0.00%	1.03%	6.69%	30.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.72%	0.00%	0.00%	0.00%	0.00%	8.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.83%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.39%**	**0.00%**	**0.00%**	**1.03%**	**6.69%**	**38.10%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.13%**	**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.07%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	22.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.29%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.29%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.28%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	10.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.56%	0.00%	4.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.64%**	**0.00%**	**6.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.24%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**1.21%**	**0.00%**	**0.00%**	**0.00%**	**5.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	5.42%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.82%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.70%	0.00%	5.83%	0.00%	0.00%	1.95%	0.00%	0.00%		0.00%	0.00%	1.84%	0.00%	0.00%
Others, Zone 10	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.01%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**5.42%**	**0.00%**	**0.00%**	**0.00%**	**15.73%**	**0.00%**	**7.01%**	**0.00%**	**0.00%**	**1.95%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.84%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.66%	9.91%	12.82%	10.64%	1.19%	1.09%	1.46%	0.00%	0.00%		0.00%	6.66%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	3.05%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.48%	22.71%	28.02%	18.82%	4.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Others, Zone 11	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**4.81%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.66%**	**24.40%**	**35.53%**	**38.66%**	**20.01%**	**5.09%**	**2.86%**	**0.00%**	**0.00%**		**0.00%**	**9.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.04%**	**1.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.31%	0.00%	1.14%	1.58%	20.99%	3.11%	0.00%	0.00%	0.00%		0.00%	2.03%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.67%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.31%**	**0.00%**	**1.14%**	**1.58%**	**20.99%**	**3.11%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.75%	0.00%	0.00%	0.00%		0.00%	1.93%	0.00%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.44%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.32%	1.59%	1.61%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.66%	0.00%	2.10%	0.00%	3.38%	3.17%	0.00%	0.00%	0.00%	1.89%	1.24%	1.14%	0.00%	0.00%	0.00%	29.32%	6.36%	1.69%		0.00%	0.00%	0.00%	0.00%	0.97%
Others, Zone 18	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.18%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**3.19%**	**0.00%**	**2.10%**	**0.00%**	**3.38%**	**4.56%**	**0.00%**	**0.00%**	**0.00%**	**1.89%**	**1.24%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**33.64%**	**11.13%**	**3.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.97%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.48%	1.04%	0.00%	0.00%	7.89%	0.00%	4.52%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	3.34%	1.59%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.48%**	**1.04%**	**0.00%**	**0.00%**	**7.89%**	**0.00%**	**4.52%**	**0.00%**	**0.00%**	**1.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.34%**	**1.59%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.86%		0.00%	0.00%	0.00%	0.00%	1.29%
Harpenden Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.47%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.33%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.29%**
Total | Inner Study Area	**47.2%**	**100.0%**	**83.5%**	**96.6%**	**82.4%**	**84.6%**	**56.2%**	**78.2%**	**95.0%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**59.0%**	**26.9%**	**67.3%**	**27.8%**	**31.0%**		**24.3%**	**22.6%**	**17.2%**	**29.3%**	**3.2%**
Sub Total | Watford District	30.6%	92.9%	79.3%	80.1%	62.0%	42.0%	22.5%	59.6%	87.8%	62.0%	56.9%	37.0%	25.4%	18.0%	11.9%	25.5%	1.6%	9.4%		21.7%	9.3%	15.4%	20.0%	1.0%
Sub Total | Hertsmere District	4.4%	5.1%	0.0%	16.5%	8.0%	38.1%	23.7%	0.0%	1.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	13.5%	0.0%		1.6%	0.0%	0.0%	9.3%	0.0%
Sub Total | Three Rivers Borough	2.0%	1.0%	1.0%	0.0%	1.2%	0.0%	5.4%	18.6%	5.8%	13.4%	15.7%	0.0%	7.0%	0.0%	0.0%	2.0%	0.0%	0.0%		1.1%	0.0%	1.8%	0.0%	0.0%
Sub Total | Dacorum District	5.8%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	24.4%	39.7%	41.4%	41.0%	15.0%	2.9%	0.0%	0.0%		0.0%	13.3%	0.0%	0.0%	0.0%
Sub Total | St Albans City & District	4.3%	1.0%	2.1%	0.0%	11.3%	4.6%	4.5%	0.0%	0.0%	3.2%	1.2%	1.1%	0.0%	0.0%	0.0%	37.0%	12.7%	21.6%		0.0%	0.0%	0.0%	0.0%	2.3%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Inner Study Area*	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)	(%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.45%	0.00%	0.00%	2.70%	0.00%
Hatch End Local Centre	0.28%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	7.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.58%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.95%	0.00%	0.00%	15.74%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**	**2.77%**	**2.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**39.74%**	**0.00%**	**0.00%**	**18.44%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%		0.00%	10.52%	0.00%	0.00%	0.00%
Others, Zone 16	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	6.56%	1.84%	0.00%	0.00%
Sub-total	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.07%**	**1.84%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.38%	0.00%	4.11%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.62%	0.00%	1.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	18.33%	0.00%	0.00%
Others, Zone 17	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.13%	0.00%	0.00%	0.00%		0.00%	2.03%	2.70%	0.00%	0.00%
Sub-total	**2.76%**	**0.00%**	**1.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.59%**	**2.13%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**27.42%**	**0.00%**	**4.11%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	17.63%	0.00%
Edgware District Centre	1.28%	0.00%	0.00%	0.00%	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	7.46%	0.00%
Stanmore District Centre	0.24%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Wealdstone Local Centre	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.05%**	**0.00%**	**0.00%**	**0.98%**	**4.99%**	**0.00%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.61%**		**0.00%**	**0.00%**	**0.00%**	**29.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.25%		0.00%	0.00%	0.00%	0.00%	4.48%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.92%
Sub-total	**0.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.25%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**
Sub-total Study Area	**66.3%**	**100.0%**	**85.2%**	**97.6%**	**87.4%**	**86.0%**	**57.5%**	**81.0%**	**97.9%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**61.7%**	**29.0%**	**67.3%**	**27.8%**	**40.9%**		**64.1%**	**41.7%**	**46.5%**	**77.4%**	**12.8%**
Outside Study Area																								
Amersham Town Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.73%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	1.19%	13.25%	30.97%	3.90%	0.00%	2.25%		0.00%	15.53%	1.38%	0.00%	0.00%
Beaconsfield Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.90%	0.00%	0.00%	0.00%	1.27%	2.64%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.65%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.28%	0.00%	0.00%	1.03%	1.69%	1.85%	6.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.39%	0.00%	5.76%	1.67%	3.94%		1.11%	0.00%	0.00%	1.35%	0.97%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	2.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	2.76%	0.00%
Enfield Town Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	3.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.05%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Gerrards Cross Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.05%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.25%		0.00%	0.00%	0.00%	0.00%	3.82%
Hatterseway Retail Park, Chaul End Lane, Luton	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	7.01%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	3.22%	0.00%	0.00%	0.00%		1.56%	4.63%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.57%
Ikea, Drury Way, North Circular Road, Wembley	2.22%	0.00%	12.69%	1.37%	6.67%	2.77%	0.00%	4.67%	1.10%	5.58%	0.00%	13.83%	13.21%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.76%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	4.32%	23.56%	1.39%	0.00%	3.30%		0.00%	11.38%	35.91%	0.00%	7.64%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.75%
Others, Aylesbury	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	1.45%	0.00%	0.00%	0.00%		0.00%	7.98%	1.38%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	1.70%	0.00%	0.00%	0.00%	0.00%	0.00%	8.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	4.98%		0.00%	0.00%	0.00%	0.00%	21.63%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.97%
Slough Town Centre	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.60%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.82%	0.00%		0.00%	0.00%	0.00%	0.00%	5.76%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		6.95%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.91%	0.00%	0.00%	0.00%	1.27%	0.00%	6.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	1.39%	20.44%	1.61%		0.00%	0.00%	0.00%	0.00%	1.29%
Welwyn Garden City Town Centre	5.21%	0.00%	0.00%	0.00%	1.69%	0.00%	5.31%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	1.19%	0.00%	17.43%	33.21%	37.45%		0.00%	0.00%	0.00%	3.24%	19.07%
Others, outside study area	6.76%	0.00%	2.10%	0.00%	0.00%	6.78%	5.05%	0.00%	1.05%	0.00%	0.00%	4.49%	8.24%	14.84%	11.82%	0.00%	3.18%	1.69%		17.94%	7.33%	14.87%	1.35%	8.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**33.7%**	**0.0%**	**14.8%**	**2.4%**	**12.6%**	**14.0%**	**42.5%**	**19.0%**	**2.1%**	**13.5%**	**1.7%**	**22.1%**	**25.0%**	**38.3%**	**71.0%**	**32.7%**	**72.2%**	**59.2%**		**35.9%**	**58.3%**	**53.5%**	**22.6%**	**87.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Watford BC Zone 1 Furniture (£m)	Watford BC Zone 2 Furniture (£m)	Hertsmere BC Zone 3 Furniture (£m)	Hertsmere BC Zone 4 Furniture (£m)	Hertsmere BC Zone 5 Furniture (£m)	Hertsmere BC Zone 6 Furniture (£m)	Three Rivers DC Zone 7 Furniture (£m)	Three Rivers DC Zone 8 Furniture (£m)	Three Rivers DC Zone 9 Furniture (£m)	Three Rivers DC Zone 10 Furniture (£m)	Dacorum BC Zone 11 Furniture (£m)	Dacorum BC Zone 12 Furniture (£m)	Dacorum BC Zone 13 Furniture (£m)	Dacorum BC Zone 14 Furniture (£m)	St Albans DC Zone 18 Furniture (£m)	St Albans DC Zone 19 Furniture (£m)	St Albans DC Zone 21 Furniture (£m)	*Inner Study Area*	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Study Area																									
**Zone 1	Watford South**																								
Colne Valley Retail Park, Lower High Street, Watford	**£9.6**	£0.4	£0.2	£0.8	£0.1	£0.1	£0.0	£0.5	£1.1	£0.3	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£4.4***	£0.0	£0.0	£3.9	£1.3	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£4.5**	£1.0	£0.9	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.4***	£0.8	£0.0	£0.0	£1.3	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£31.4**	£3.2	£4.2	£1.5	£1.0	£1.5	£0.1	£2.8	£2.8	£0.9	£1.7	£3.6	£1.1	£0.5	£0.1	£2.3	£0.0	£0.8	***£28.1***	£1.7	£0.4	£0.0	£1.3	£0.0
Watford Town Centre	**£71.0**	£10.5	£4.9	£2.8	£1.8	£2.3	£1.5	£2.0	£6.0	£2.4	£2.4	£1.7	£1.3	£0.9	£0.4	£5.8	£0.2	£0.3	***£47.3***	£13.6	£0.9	£0.0	£9.0	£0.1
Others, Zone 1	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Sub-total	**£117.8**	**£15.0**	**£10.2**	**£5.2**	**£3.0**	**£4.0**	**£1.6**	**£5.4**	**£9.9**	**£3.7**	**£4.2**	**£6.1**	**£2.6**	**£1.5**	**£0.5**	**£8.1**	**£0.2**	**£1.1**	***£82.4***	**£16.1**	**£1.3**	**£3.9**	**£13.8**	**£0.1**
**Zone 2	Watford North**																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.8**	£0.8	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.2**	**£0.8**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																								
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																								
Borehamwood Town Centre	**£5.9**	£0.0	£0.0	£0.1	£0.3	£2.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£3.7***	£0.0	£0.0	£0.0	£2.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£2.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.6**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£4.5***	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
**Zone 6	Potters Bar**																								
Potters Bar Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£2.9***	£0.0	£0.0	£0.0	£2.2	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	***£2.9***	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**
**Zone 7	Rickmansworth**																								
Croxley Green Local Centre	**£1.1**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																								
Northwood Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.8	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																								
Chorleywood Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																								
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£2.8**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	***£2.3***	£0.0	£0.0	£0.5	£0.0	£0.0
Others, Zone 10	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																								
Hemel Hempstead Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£2.1	£1.1	£0.1	£0.0	£0.5	£0.0	£0.0	***£4.8***	£0.0	£1.0	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£9.9**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£3.7	£2.8	£1.6	£0.2	£0.0	£0.0	£0.0	***£9.6***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£16.1**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£1.8**	**£5.8**	**£3.9**	**£1.7**	**£0.2**	**£0.9**	**£0.0**	**£0.0**	***£14.8***	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																								
Grovehill Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																								
Berkhamsted Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.2	£1.8	£0.1	£0.0	£0.0	£0.0	***£2.5***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.2**	**£1.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																								
Tring Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.2	£0.2	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£11.5**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	£9.3	£0.7	£0.2	***£11.3***	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Zone 18	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£13.7**	**£0.0**	**£0.3**	**£0.0**	**£0.2**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£1.3**	**£0.4**	***£13.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
**Zone 19	London Colney Fringe**																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.2**	£0.2	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.0**	***£2.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																								
Wheathampstead Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.2
Harpenden Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	***£2.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
**Total	Inner Study Area**	**£180.8**	**£16.2**	**£10.7**	**£6.3**	**£4.0**	**£8.0**	**£4.1**	**£7.2**	**£10.8**	**£5.2**	**£7.3**	**£12.8**	**£7.5**	**£5.1**	**£1.2**	**£21.3**	**£3.2**	**£3.7**	***£134.4***	**£18.1**	**£3.2**	**£4.4**	**£20.2**	**£0.5**
**Sub Total	Watford District**	**£117.8**	£15.0	£10.2	£5.2	£3.0	£4.0	£1.6	£5.4	£9.9	£3.7	£4.2	£6.1	£2.6	£1.5	£0.5	£8.1	£0.2	£1.1	***£82.4***	£16.1	£1.3	£3.9	£13.8	£0.1
**Sub Total	Hertsmere District**	**£17.0**	£0.8	£0.0	£1.1	£0.4	£3.6	£1.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.5	£0.0	***£9.4***	£1.2	£0.0	£0.0	£6.4	£0.0
**Sub Total	Three Rivers Borough**	**£7.7**	£0.2	£0.1	£0.0	£0.1	£0.0	£0.4	£1.7	£0.7	£0.8	£1.2	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	£0.0	***£6.4***	£0.8	£0.0	£0.5	£0.0	£0.0
**Sub Total	Dacorum District**	**£20.1**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.8	£6.5	£4.2	£3.5	£0.7	£0.9	£0.0	£0.0	***£18.2***	£0.0	£1.9	£0.0	£0.0	£0.0
**Sub Total	St Albans City & District**	**£18.3**	£0.2	£0.3	£0.0	£0.5	£0.4	£0.3	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£11.7	£1.4	£2.6	***£17.9***	£0.0	£0.0	£0.0	£0.0	£0.3

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)	Zone 18 Furniture (£m)	Zone 19 Furniture (£m)	Zone 21 Furniture (£m)	Inner Study Area	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.1	£0.0	£0.0	£1.9	£0.0
Hatch End Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.8	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£34.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£23.0	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£43.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£29.6**	**£0.0**	**£0.0**	**£12.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.5	£0.0	£0.0	£0.0
Others, Zone 16	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.9	£0.5	£0.0	£0.0
																			£0.0					
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£2.4**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.6	£0.0	£0.6
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.9**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£4.7	£0.0	£0.0
Others, Zone 17	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.3	£0.7	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.3**	**£7.0**	**£0.0**	**£0.6**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£12.2	£0.0
Edgware District Centre	**£5.4**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£5.1	£0.0
Stanmore District Centre	**£1.0**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£2.2	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.1**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£20.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.6
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£258.0**	**£16.2**	**£10.9**	**£6.4**	**£4.2**	**£8.1**	**£4.2**	**£7.4**	**£11.1**	**£5.2**	**£7.3**	**£12.8**	**£7.5**	**£5.3**	**£1.3**	**£21.3**	**£3.2**	**£4.9**	***£137.2***	**£47.7**	**£6.0**	**£11.9**	**£53.4**	**£1.8**
Outside Study Area																								
Amersham Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£7.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.1	£1.4	£1.2	£0.0	£0.3	***£4.5***	£0.0	£2.2	£0.4	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£7.9**	£0.0	£0.0	£0.0	£0.1	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£7.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£5.4**	£0.0	£0.0	£0.1	£0.1	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£0.2	£0.5	***£3.5***	£0.8	£0.0	£0.0	£0.9	£0.1
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.4***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.9	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.5
Hatterswaty Retail Park, Chaul End Lane, Luton	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.6***	£1.2	£0.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£7.6**	£0.0	£1.6	£0.1	£0.3	£0.3	£0.0	£0.4	£0.1	£0.3	£0.0	£2.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£6.8***	£0.8	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.7
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£14.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£1.0	£0.4	£0.0	£0.4	***£2.4***	£0.0	£1.6	£9.2	£0.0	£1.1
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.7
Others, Aylesbury	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.1	£0.4	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.6	***£1.6***	£0.0	£0.0	£0.0	£0.0	£3.0
Roebuck Retail Park, London Road, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Slough Town Centre	**£3.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.4	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.8
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£5.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.3	£0.2	***£3.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Welwyn Garden City Town Centre	**£19.6**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.1	£0.0	£5.5	£3.8	£4.5	***£14.7***	£0.0	£0.0	£0.0	£2.2	£2.7
Others, outside study area	**£25.6**	£0.0	£0.3	£0.0	£0.0	£0.6	£0.4	£0.0	£0.1	£0.0	£0.0	£0.7	£0.8	£1.3	£0.5	£0.0	£0.4	£0.2	***£5.3***	£13.4	£1.0	£3.8	£0.9	£1.1
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£124.9**	**£0.0**	**£1.9**	**£0.2**	**£0.6**	**£1.3**	**£3.1**	**£1.7**	**£0.2**	**£0.8**	**£0.1**	**£3.6**	**£2.5**	**£3.3**	**£3.1**	**£10.4**	**£8.2**	**£7.1**	***£48.2***	**£26.8**	**£8.3**	**£13.7**	**£15.6**	**£12.3**
Total (rounded)	**£382.9**	**£16.2**	**£12.8**	**£6.5**	**£4.8**	**£9.5**	**£7.2**	**£9.1**	**£11.3**	**£6.0**	**£7.4**	**£16.4**	**£10.0**	**£8.6**	**£4.4**	**£31.6**	**£11.4**	**£11.9**	***£185.4***	**£74.4**	**£14.3**	**£25.6**	**£69.0**	**£14.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 25: All comparison goods expenditure

Destination	Total Comparison	Total Comparison	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22	Inflow	Total Comparison
	(£m)	(%)	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 21 (£m)		(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area																											
Zone 1 | Watford South																											
Colne Valley Retail Park, Lower High Street, Watford	**£19.6**	**0.5%**	£1.7	£1.0	£1.2	£0.5	£0.3	£0.0	£1.3	£2.6	£0.9	£0.1	£0.7	£0.6	£0.1	£0.0	£3.2	£0.3	£0.0	***£14.4***	£0.0	£0.0	£3.9	£1.3	£0.0	£0.0	**£19.6**
Waterfields Shopping Park, Waterfields Way, Watford	**£55.8**	**1.4%**	£17.1	£7.5	£3.1	£1.3	£0.0	£0.1	£3.3	£1.1	£0.6	£0.8	£1.7	£1.2	£0.0	£0.0	£4.0	£0.0	£0.0	***£41.8***	£5.8	£0.0	£0.0	£8.3	£0.0	£0.0	**£55.8**
Watford Arches Retail Park, Lower High Street, Watford	**£98.4**	**2.4%**	£15.2	£11.2	£7.2	£2.8	£3.7	£0.5	£12.3	£11.5	£4.3	£3.8	£3.6	£1.3	£0.5	£0.3	£4.7	£0.0	£0.8	***£83.6***	£5.5	£0.6	£0.0	£8.3	£0.4	£0.0	**£98.4**
Watford Town Centre	**£870.8**	**21.1%**	£146.4	£102.5	£44.4	£16.2	£27.1	£5.8	£54.8	£79.2	£31.7	£36.0	£15.1	£8.5	£16.8	£2.6	£25.6	£1.3	£2.7	***£616.9***	£147.5	£8.3	£0.8	£95.7	£1.6	£21.77	**£892.6**
Others, Zone 1	**£9.1**	**0.2%**	£1.0	£0.2	£0.5	£0.0	£0.1	£0.0	£2.1	£1.0	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.2***	£2.9	£0.0	£0.0	£0.9	£0.0	£0.0	**£9.1**
Sub-total	**£1,053.8**	**25.5%**	**£181.5**	**£122.3**	**£56.4**	**£20.7**	**£31.2**	**£6.3**	**£73.9**	**£95.5**	**£37.8**	**£40.7**	**£21.2**	**£11.8**	**£17.5**	**£2.9**	**£37.4**	**£1.6**	**£3.5**	***£761.9***	**£161.8**	**£8.8**	**£4.8**	**£114.4**	**£2.1**	**£21.8**	**£1,075.5**
Zone 2 | Watford North																											
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£9.4**	**0.2%**	£0.2	£6.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.8***	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	**£9.4**
Garston Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.4**
Others, Zone 2	**£0.2**	**0.0%**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£10.1**	**0.2%**	**£0.2**	**£7.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.9**	**£0.3**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£9.4***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£10.1**
Zone 3 | Bushey & Aldenham																											
Aldenham Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Bushey Town Centre	**£7.7**	**0.2%**	£1.9	£0.0	£3.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£6.8***	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.7**
Costco, Hartspring Lane, Bushey	**£6.5**	**0.2%**	£0.0	£0.5	£0.1	£2.1	£0.1	£0.0	£0.4	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	**£6.5**
Others, Zone 3	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	**£1.3**
Sub-total	**£15.7**	**0.4%**	**£1.9**	**£0.5**	**£3.7**	**£3.0**	**£0.2**	**£0.0**	**£0.4**	**£0.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£11.7***	**£3.5**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£15.7**
Zone 4 | Radlett & Shenley																											
Radlett Town Centre	**£5.7**	**0.1%**	£0.0	£0.0	£0.2	£2.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	***£5.7***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£5.7**
Shenley Village Centre	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.2**
Sub-total	**£6.9**	**0.2%**	**£0.0**	**£0.0**	**£0.2**	**£2.7**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.9**	**£0.0**	**£0.1**	***£6.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£6.9**
Zone 5 | Borehamwood & Elstree																											
Borehamwood Town Centre	**£69.7**	**1.7%**	£0.0	£0.4	£1.6	£3.2	£39.8	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.6	£0.0	***£47.3***	£0.0	£0.0	£0.0	£22.4	£0.0	£0.0	**£69.7**
Stirling Retail Park, Stirling Way, Borehamwood	**£10.2**	**0.2%**	£0.0	£0.0	£0.8	£0.7	£3.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0	**£10.2**
Tesco Extra, Shenley Road, Borehamwood	**£11.8**	**0.3%**	£0.0	£0.0	£0.0	£1.0	£9.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£11.0***	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	**£11.8**
Others, Zone 5	**£4.2**	**0.1%**	£0.0	£0.0	£0.0	£0.3	£2.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£2.9***	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	**£4.2**
Sub-total	**£95.9**	**2.3%**	**£0.0**	**£0.4**	**£2.3**	**£5.1**	**£54.2**	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£1.3**	**£0.0**	***£66.4***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**	**£0.0**	**£95.9**
Zone 6 | Potters Bar																											
Potters Bar Town Centre	**£22.3**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.1	£14.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	***£18.8***	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	**£22.3**
South Mimms Village Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Tesco Superstore, Mutton Lane, Potters Bar	**£3.0**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.8***	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	**£3.0**
Others, Zone 6	**£2.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.3**
Sub-total	**£28.0**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£18.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£5.8**	**£0.0**	***£24.2***	**£0.0**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£0.0**	**£28.0**
Zone 7 | Rickmansworth																											
Croxley Green Local Centre	**£7.0**	**0.2%**	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£3.1	£0.0	£2.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£7.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.0**
Rickmansworth Town Centre	**£12.4**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£0.2	£4.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.8***	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	**£12.4**
Others, Zone 7	**£1.8**	**0.0%**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	**£1.8**
Sub-total	**£21.1**	**0.5%**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£10.2**	**£0.2**	**£7.4**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£20.3***	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£21.1**
Zone 8 | Batchworth Heath & South Oxhey																											
Northwood Local Centre	**£7.3**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.9***	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.3**
South Oxhey Local Centre	**£4.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£4.5**
Sub-total	**£11.8**	**0.3%**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.3**	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	***£6.4***	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£11.8**
Zone 9 | Chorleywood & Sarratt																											
Chorleywood Village Centre	**£7.9**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£7.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.9***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.9**
Elstree Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sarratt Village Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Sub-total	**£8.2**	**0.2%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£7.7**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£8.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.2**
Zone 10 | Kings Langley & Abbots Langley																											
Abbots Langley Village Centre	**£7.3**	**0.2%**	£0.1	£0.3	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£6.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.3**
Kimgs Langley Village Centre	**£3.5**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	**£3.5**
Others, Zone 10	**£2.1**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.8	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.1**
Sub-total	**£13.0**	**0.3%**	**£0.1**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.0**	**£0.1**	**£8.7**	**£0.8**	**£0.9**	**£0.2**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£12.5***	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£13.0**
Zone 11 | Hemel Hempstead																											
Hemel Hempstead Town Centre	**£247.9**	**6.0%**	£0.6	£3.0	£0.3	£0.0	£0.9	£0.6	£0.3	£2.0	£1.1	£10.1	£116.3	£43.7	£18.9	£3.8	£17.2	£1.0	£1.7	***£221.3***	£0.0	£22.9	£2.6	£1.1	£0.0	£0.00	**£247.9**
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£112.2**	**2.7%**	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£4.2	£12.7	£36.0	£38.8	£7.0	£1.2	£0.7	£0.0	£0.9	***£104.5***	£1.4	£6.3	£0.0	£0.0	£0.0	£0.0	**£112.2**
Others, Zone 11	**£5.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.8	£0.9	£0.0	£0.5	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	**£5.5**
Sub-total	**£365.6**	**8.8%**	**£0.6**	**£4.3**	**£0.3**	**£0.0**	**£0.9**	**£0.6**	**£2.1**	**£2.0**	**£5.4**	**£22.9**	**£155.1**	**£83.2**	**£26.8**	**£4.9**	**£18.4**	**£1.0**	**£2.5**	***£331.0***	**£1.4**	**£29.2**	**£2.9**	**£1.1**	**£0.0**	**£0.0**	**£365.6**
Zone 12 | Hemel Hempstead Fringe																											
Grovehill Local Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Others, Zone 12	**£4.7**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£3.1	£0.1	£0.0	£0.0	£0.0	**£4.7**
Sub-total	**£5.0**	**0.1%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£3.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£5.0**
Zone 13 | Berkhamsted																											
Berkhamsted Town Centre	**£45.6**	**1.1%**	£0.3	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.6	£0.8	£2.3	£28.3	£2.9	£0.0	£0.0	£0.0	***£38.1***	£0.0	£5.8	£1.7	£0.0	£0.0	£0.0	**£45.6**
Others, Zone 13	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Sub-total	**£45.7**	**1.1%**	**£0.3**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.6**	**£0.8**	**£2.3**	**£28.3**	**£2.9**	**£0.0**	**£0.0**	**£0.0**	***£38.2***	**£0.0**	**£5.8**	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£45.7**
Zone 14 | Tring																											
Tring Town Centre	**£17.6**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£9.1	£0.0	£0.0	£0.0	***£9.2***	£0.0	£7.1	£1.4	£0.0	£0.0	£0.0	**£17.6**
Others, Zone 14	**£1.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	**£1.4**
Sub-total	**£19.0**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£9.7**	**£0.0**	**£0.0**	**£0.0**	***£9.9***	**£0.0**	**£7.5**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£19.0**
Zone 18 | St Albans																											
Abbey View Retail Park, Griffiths Way, St. Albans	**£31.8**	**0.8%**	£0.0	£0.1	£0.0	£0.9	£0.1	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.8	£1.8	£4.0	***£30.3***	£0.0	£0.7	£0.0	£0.0	£0.9	£0.0	**£31.8**
St. Albans City Centre	**£231.2**	**5.6%**	£3.4	£1.0	£1.1	£3.0	£4.8	£2.1	£0.4	£0.0	£0.1	£2.8	£3.9	£1.4	£0.7	£0.2	£140.7	£29.9	£25.5	***£221.1***	£0.0	£0.0	£0.0	£0.5	£9.6	£11.56	**£242.7**
Others, Zone 18	**£7.6**	**0.2%**	£0.0	£0.4	£0.0	£0.0	£0.8	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£0.1	£0.6	£3.9	£0.1	***£7.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.6**
Sub-total	**£270.6**	**6.5%**	**£3.4**	**£1.5**	**£1.1**	**£4.0**	**£5.7**	**£2.9**	**£0.4**	**£0.1**	**£0.1**	**£2.9**	**£3.9**	**£2.6**	**£0.7**	**£0.4**	**£164.1**	**£35.6**	**£29.6**	***£259.0***	**£0.0**	**£0.7**	**£0.0**	**£0.5**	**£10.5**	**£11.6**	**£282.1**
Zone 19 | London Colney Fringe																											
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£2.0**	**0.0%**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£1.2	£0.0	£0.2	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.0**
Colney Fields Shopping Park, Alsop Close, London Colney	**£111.8**	**2.7%**	£0.2	£0.6	£3.3	£12.3	£12.1	£15.4	£0.6	£0.0	£0.6	£3.6	£2.9	£3.4	£1.6	£0.3	£10.6	£12.4	£5.8	***£85.5***	£4.9	£0.7	£0.0	£20.0	£0.8	£0.0	**£111.8**
Cuffley Village Centre	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.3**
Others, Zone 19	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£115.3**	**2.8%**	**£0.2**	**£0.6**	**£3.3**	**£12.3**	**£12.1**	**£15.4**	**£0.6**	**£0.0**	**£0.6**	**£3.6**	**£2.9**	**£3.9**	**£1.6**	**£0.4**	**£11.8**	**£13.8**	**£6.0**	***£89.0***	**£4.9**	**£0.7**	**£0.0**	**£20.0**	**£0.8**	**£0.0**	**£115.3**
Zone 21 | Harpenden																											
Wheathampstead Village Centre	**£1.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	**£1.1**
Harpenden Town Centre	**£27.9**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£3.7	£0.0	£23.3	***£27.3***	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	**£27.9**
Sub-total	**£29.0**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£24.2**	***£28.2***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.7**	**£0.0**	**£29.0**
Total | Inner Study Area	**£2,114.6**	**51.1%**	**£189.2**	**£139.4**	**£67.6**	**£47.9**	**£106.0**	**£46.6**	**£88.4**	**£103.9**	**£60.4**	**£80.9**	**£185.5**	**£107.4**	**£75.3**	**£21.1**	**£239.5**	**£59.7**	**£65.9**	***£1,685.0***	**£177.6**	**£56.0**	**£11.7**	**£170.2**	**£14.0**	**£33.3**	**£2,147.9**
Sub Total | Watford District	**£1,063.8**	**25.7%**	£181.6	£129.3	£56.4	£20.8	£31.2	£6.3	£74.1	£95.5	£37.8	£41.6	£21.5	£12.5	£17.5	£2.9	£37.4	£1.6	£3.5	***£771.3***	£161.8	£8.8	£4.8	£115.0	£2.1	£21.8	£1,085.6
Sub Total | Hertsmere District	**£146.4**	**3.5%**	£1.9	£0.9	£6.3	£10.9	£55.5	£21.0	£0.4	£0.9	£0.8	£0.0	£0.0	£0.1	£0.1	£0.0	£3.2	£7.2	£0.1	***£109.3***	£3.5	£0.0	£0.0	£33.7	£0.0	£0.0	£146.4
Sub Total | Three Rivers Borough	**£54.0**	**1.3%**	£1.2	£0.5	£0.0	£0.1	£0.6	£0.4	£10.8	£5.6	£15.2	£9.3	£0.8	£1.0	£0.2	£0.0	£1.0	£0.7	£0.0	***£47.4***	£6.0	£0.1	£0.5	£0.0	£0.0	£0.0	£54.0
Sub Total | Dacorum District	**£435.3**	**10.5%**	£0.9	£6.6	£0.4	£0.0	£0.9	£0.6	£2.1	£2.0	£5.9	£23.6	£156.3	£86.9	£55.2	£17.5	£18.4	£1.0	£2.5	***£380.9***	£1.4	£45.6	£6.3	£1.1	£0.0	£0.0	£435.3
Sub Total | St Albans City & District	**£414.9**	**10.0%**	£3.5	£2.1	£4.5	£16.2	£17.9	£18.3	£0.9	£0.1	£0.7	£6.5	£6.8	£6.9	£2.3	£0.7	£179.6	£49.4	£59.8	***£376.1***	£4.9	£1.4	£0.1	£20.4	£11.9	£11.6	£426.5

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)	Zone 18 Comparison (£m)	Zone 19 Comparison (£m)	Zone 21 Comparison (£m)	*Inner Study Area*	Zone 15 Comparison (£m)	Zone 16 Comparison (£m)	Zone 17 Comparison (£m)	Zone 20 Comparison (£m)	Zone 22 Comparison (£m)
Outside Inner Study Area																									
Zone 15 | Three Rivers Fringe																									
Chalfont St. Peter Village Centre	**£0.8**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£6.9**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£6.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£179.5**	**4.3%**	£0.0	£0.0	£1.5	£0.0	£0.2	£0.0	£0.3	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.6***	£79.5	£0.0	£0.0	£94.4	£0.0
Hatch End Local Centre	**£2.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£1.1	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£27.4**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£24.7	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£90.2**	**2.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£77.4	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£307.8**	**7.4%**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£6.4**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£9.7***	**£190.9**	**£0.0**	**£0.0**	**£107.3**	**£0.0**
Zone 16 | Dacorum Western Fringe																									
Chesham Town Centre	**£23.0**	**0.6%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.2	£0.5	£0.3	£0.0	£0.3	£0.0	***£2.3***	£0.0	£20.7	£0.0	£0.0	£0.0
Others, Zone 16	**£2.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.4	£0.5	£0.0	£0.0
																				£0.0					
Sub-total	**£25.2**	**0.6%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.3**	**£0.0**	**£0.3**	**£0.0**	***£2.6***	**£0.0**	**£22.1**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																									
Dunstable Town Centre	**£34.5**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.6	£0.0	£0.7	£0.0	£0.0	***£2.8***	£0.0	£0.0	£25.9	£0.0	£5.8
Homebase, Vimy Road, Leighton Buzzard	**£7.7**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£7.5	£0.0	£0.0
Leighton Buzzard Town Centre	**£45.3**	**1.1%**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.7***	£0.0	£1.1	£43.5	£0.0	£0.0
Others, Zone 17	**£5.8**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.3	£4.9	£0.0	£0.0
Sub-total	**£93.3**	**2.3%**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.8**	**£0.8**	**£0.1**	**£0.7**	**£0.0**	**£0.4**	***£4.1***	**£0.0**	**£1.6**	**£81.8**	**£0.0**	**£5.8**
Zone 20 | Hertsmere Southern Fringe																									
Barnet Local Centre	**£64.1**	**1.6%**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£61.6	£1.4
Edgware District Centre	**£55.0**	**1.3%**	£0.0	£0.3	£0.1	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£53.4	£0.0
Stanmore District Centre	**£37.8**	**0.9%**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.4	£0.0	£0.0	£36.9	£0.0
Wealdstone Local Centre	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.4***	£0.0	£0.0	£0.0	£5.0	£0.0
Others, Zone 20	**£6.2**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£168.6**	**4.1%**	**£0.0**	**£0.3**	**£0.6**	**£0.4**	**£0.9**	**£1.1**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	***£3.8***	**£0.9**	**£0.0**	**£0.0**	**£162.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																									
Luton Retail Park, Gipsy Lane, Luton	**£19.6**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£4.9	***£6.1***	£0.0	£0.0	£0.0	£0.0	£13.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	**£21.4**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.4**	**£0.0**	**£5.0**	***£7.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£14.0**
Sub-total Study Area	**£2,730.8**	**66.0%**	**£189.2**	**£139.9**	**£69.6**	**£48.3**	**£107.4**	**£47.7**	**£89.5**	**£110.4**	**£61.5**	**£80.9**	**£185.7**	**£109.4**	**£76.7**	**£21.7**	**£242.9**	**£60.1**	**£71.6**	***£1,712.5***	**£369.4**	**£79.8**	**£93.9**	**£440.0**	**£35.2**
Outside Study Area																									
Amersham Town Centre	**£18.9**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£1.8	£0.5	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£3.3***	£7.5	£8.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£75.7**	**1.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.4	£0.5	£1.9	£15.1	£1.6	£0.0	£0.3	***£21.0***	£0.0	£46.9	£7.8	£0.0	£0.0
Beaconsfield Town Centre	**£2.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£77.0**	**1.9%**	£0.0	£2.7	£0.5	£2.5	£5.2	£1.5	£0.2	£0.9	£0.2	£1.6	£0.5	£0.0	£0.0	£0.0	£0.4	£1.5	£0.4	***£18.1***	£0.0	£0.0	£0.4	£58.5	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£6.8**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£5.2	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£4.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	***£4.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£157.4**	**3.8%**	£3.3	£0.7	£2.2	£1.4	£2.4	£3.4	£1.9	£3.6	£3.3	£0.7	£1.1	£0.9	£5.6	£0.5	£12.2	£4.9	£6.9	***£55.0***	£58.2	£4.9	£1.5	£36.1	£1.7
Chalfont St. Giles Village Centre	**£1.5**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£1.3	£0.0
Colindale Local Centre	**£4.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£3.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£3.4***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£9.3**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	***£4.3***	£0.0	£0.0	£0.0	£5.0	£0.0
Gerrards Cross Town Centre	**£3.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£2.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£46.2**	**1.1%**	£0.0	£0.3	£0.0	£0.0	£0.0	£3.5	£0.2	£0.6	£0.0	£0.0	£1.3	£0.0	£0.4	£0.0	£17.4	£8.2	£2.8	***£34.8***	£0.0	£0.0	£0.0	£0.7	£10.8
Hattersway Retail Park, Chaul End Lane, Luton	**£5.9**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£1.7	***£2.5***	£0.0	£0.0	£0.0	£0.0	£3.4
Hertford City Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£52.4**	**1.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£1.7	£0.1	£0.0	£0.0	£6.4	£0.8	£0.0	£0.0	£0.4	***£10.3***	£25.9	£16.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£3.1
Ikea, Drury Way, North Circular Road, Wembley	**£36.7**	**0.9%**	£0.9	£7.4	£0.1	£1.2	£1.4	£0.5	£2.1	£1.3	£0.3	£0.0	£10.9	£1.3	£0.4	£0.0	£0.0	£0.6	£0.0	***£28.5***	£8.2	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£48.6**	**1.2%**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.6	£0.1	£0.1	£1.2	£0.2	£4.9	***£8.8***	£0.0	£0.0	£15.8	£0.0	£24.0
Marlow Town Centre	**£1.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£8.2**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£4.5	£0.0
Milton Keynes Town Centre	**£200.8**	**4.9%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.4	£0.7	£1.3	£2.5	£8.8	£5.9	£0.3	£0.8	***£21.4***	£0.0	£11.7	£159.0	£0.0	£8.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£18.5**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£1.5	£0.0	£5.3	***£7.8***	£0.0	£0.0	£10.3	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£2.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£1.4
Others, Aylesbury	**£3.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£2.2	£0.7	£0.0	£0.0
Others, Enfield	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£14.2**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.8	£0.9	***£5.5***	£0.0	£0.0	£0.0	£0.0	£8.7
Roebuck Retail Park, London Road, Stevenage	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.4	***£0.9***	£0.0	£0.0	£0.0	£0.0	£2.1
Slough Town Centre	**£6.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£5.1	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£22.2**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£1.1	£1.4	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.1	£2.8	£1.2	***£7.9***	£0.0	£0.0	£0.0	£2.4	£12.0
The Galleria Outlet, Comet Way, Hatfield	**£28.7**	**0.7%**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£8.6	£3.5	£2.0	***£21.4***	£0.0	£0.7	£0.0	£2.3	£4.4
Uxbridge Town Centre	**£72.9**	**1.8%**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.5***	£68.7	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£35.1**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£33.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£9.8**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£4.4	£0.2	***£7.1***	£2.0	£0.0	£0.0	£0.0	£0.6
Welwyn Garden City Town Centre	**£206.7**	**5.0%**	£0.3	£0.0	£0.7	£1.1	£0.1	£15.9	£0.2	£0.3	£1.8	£0.2	£0.3	£2.2	£1.0	£0.0	£42.5	£27.3	£32.4	***£126.4***	£0.0	£0.0	£0.0	£14.3	£66.0
Others, outside study area	**£185.2**	**4.5%**	£0.7	£1.8	£1.8	£0.2	£1.3	£2.3	£1.2	£2.9	£2.1	£0.6	£1.6	£3.5	£3.4	£5.9	£1.2	£6.3	£1.7	***£38.3***	£70.8	£7.2	£37.5	£21.5	£9.9
Abroad	**£24.7**	**0.6%**	£0.6	£0.6	£0.0	£0.8	£0.1	£0.0	£0.3	£0.0	£0.0	£0.4	£2.8	£5.6	£0.3	£0.0	£1.8	£1.0	£0.4	***£14.9***	£2.9	£0.8	£1.9	£3.7	£0.7
Sub Total outside Study Area	**£1,405.3**	**34.0%**	**£6.2**	**£16.9**	**£5.5**	**£7.4**	**£12.3**	**£36.9**	**£9.6**	**£11.2**	**£13.7**	**£6.1**	**£22.3**	**£21.2**	**£23.7**	**£31.9**	**£105.1**	**£70.6**	**£63.4**	***£464.2***	**£285.3**	**£105.8**	**£236.5**	**£155.5**	**£157.9**
Total (rounded)	**£4,136.1**	**100.0%**	**£195.5**	**£156.8**	**£75.2**	**£55.7**	**£119.7**	**£84.7**	**£99.2**	**£121.6**	**£75.2**	**£87.0**	**£208.0**	**£130.7**	**£100.4**	**£53.6**	**£347.9**	**£130.6**	**£135.0**	***£2,176.7***	**£654.7**	**£185.6**	**£330.4**	**£595.5**	**£193.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

d. Comparison goods Inflow allowed of 5% from St Albans as both a regional centre and a tourist destination, and 2.5% each from Watford as a regional centre.

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Table 26a: Estimated 'capacity' for new comparison goods facilities in South West Hertfordshire (all five authority areas)

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	2,147.9	2,114.6	33.3	0.0
2021	2,286.3	2,282.3	36.6	32.6
2026	2,556.6	2,738.0	42.8	224.2
2031	2,850.5	3,286.4	50.1	486.0
2036	3,178.1	3,947.5	58.7	828.0
Study Area Market Share (%)		**49.7%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by South West Hertfordshire facilities at 49.7% from the Study Area (currently 51.2%)

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	32.6	4,100	5,600
2026	224.2	25,100	34,300
2031	486.0	48,800	66,600
2036	828.0	74,600	101,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26c: Extant comparison goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**25,842**		**173.3**

Table 26d: Net quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	32.6	184.5	-151.9	-19,000	-26,000
2026	224.2	206.1	18.1	2,000	2,800
2031	486.0	229.8	256.2	25,700	35,100
2036	828.0	256.2	571.8	51,500	70,300

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26e: Estimated 'capacity' for new comparison goods facilities in Hertsmere

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	146.4	146.4	0.0	0.0
2021	155.9	143.1	0.0	-12.7
2026	174.3	171.7	0.0	-2.6
2031	194.3	206.1	0.0	11.8
2036	216.7	247.6	0.0	30.9
Study Area Market Share (%)		**3.1%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by Hertsmere facilities at 3.0% from the Study Area (currently 3.5%)

Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	-12.7	-1,600	-2,200
2026	-2.6	-300	-400
2031	11.8	1,200	1,600
2036	30.9	2,800	3,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26g: Extant comparison goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

Table 26h: Net quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0.0	0.0	0	0
2021	-12.7	0.0	-12.7	-1,600	-2,200
2026	-2.6	0.0	-2.6	-300	-400
2031	11.8	0.0	11.8	1,200	1,600
2036	30.9	0.0	30.9	2,800	3,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26g) from surplus expenditure (sourced from Table 26e)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

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Table 26i: Estimated 'capacity' for new comparison goods facilities in Three Rivers

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	54.0	54.0	0.0	0.0
2021	57.5	60.0	0.0	2.5
2026	64.3	72.0	0.0	7.7
2031	71.7	86.4	0.0	14.7
2036	80.0	103.8	0.0	23.9
Study Area Market Share (%)		**1.3%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 1.3% from the Study Area

Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	2.5	300	400
2026	7.7	900	1,200
2031	14.7	1,500	2,000
2036	23.9	2,200	2,900

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26k: Extant comparison goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Total			**992**		**6.4**

Table 26l: Net quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	6.4	-6.4	-900	-1,200
2021	2.5	6.9	-4.4	-500	-700
2026	7.7	7.7	0.0	0	0
2031	14.7	8.6	6.2	600	800
2036	23.9	9.5	14.3	1,300	1,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26k) from surplus expenditure (sourced from Table 26i)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	435.3	435.3	0.0	0.0
2021	463.4	483.6	0.0	20.2
2026	518.2	580.1	0.0	61.9
2031	577.7	696.3	0.0	118.6
2036	644.1	836.4	0.0	192.2
Study Area Market Share (%)		**10.5%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	20.2	2,500	3,400
2026	61.9	6,900	9,500
2031	118.6	11,900	16,300
2036	192.2	17,300	23,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Total			**13,869**		**89.7**

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	89.7	-89.7	-12,000	-16,300
2021	20.2	95.5	-75.3	-9,400	-12,900
2026	61.9	106.8	-44.8	-5,000	-6,900
2031	118.6	119.1	-0.5	0	-100
2036	192.2	132.7	59.5	5,400	7,300

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5.500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26q: Estimated 'capacity' for new comparison goods facilities in Watford

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	1,085.6	1,063.8	21.8	0.0
2021	1,155.6	1,181.7	23.9	50.0
2026	1,292.2	1,417.7	28.0	153.4
2031	1,440.7	1,701.6	32.7	293.6
2036	1,606.3	2,043.9	38.3	475.9
Study Area Market Share (%)		**25.7%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 25.8% from the Study Area

Table 26r: Gross quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	50.0	6,300	8,600
2026	153.4	17,200	23,500
2031	293.6	29,500	40,300
2036	475.9	42,900	58,500

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26s: Extant comparison goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
Total			**5,763**		**43.2**

Table 26t: Net quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	43.2	-43.2	-5,800	-7,900
2021	50.0	46.0	4.0	500	700
2026	153.4	51.4	102.0	11,400	15,600
2031	293.6	57.4	236.2	23,700	32,400
2036	475.9	64.0	411.9	37,100	50,700

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26s) from surplus expenditure (sourced from Table 26q)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26u: Estimated 'capacity' for new comparison goods facilities in St Albans

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	426.5	414.9	11.6	0.0
2021	454.0	413.9	12.7	-27.4
2026	507.6	496.5	14.8	3.7
2031	566.0	596.0	17.4	47.4
2036	631.1	715.9	20.3	105.1
Study Area Market Share (%)		**9.0%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by St Albans facilities at 9.0% from the Study Area (currently 10.0%)

Table 26v: Gross quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min[1]	Max[2]
2017	0.0	0	0
2021	-27.4	-3,400	-4,700
2026	3.7	400	600
2031	47.4	4,800	6,500
2036	105.1	9,500	12,900

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26w: Extant comparison goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**5,763**		**33.9**

Table 26x: Net quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	0.0	33.9	-33.9	-4,500	-6,200
2021	-27.4	36.1	-63.5	-8,000	-10,900
2026	3.7	40.4	-36.6	-4,100	-5,600
2031	47.4	45.0	2.3	200	300
2036	105.1	50.2	55.0	5,000	6,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26w) from surplus expenditure (sourced from Table 26u)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Appendix E | Statistical Tables – Scenario 3

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Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£) Convenience						
	2017	2021	2026	2031	2036	*2016 inc SfT*	*2016*	2017	2021	2026	2031	2036
1	63,742	68,180	73,728	79,276	84,824	*2,064*	*2,004*	1,998	1,972	1,967	1,967	1,973
2	52,069	55,695	60,227	64,759	69,291	*2,063*	*2,003*	1,997	1,970	1,966	1,965	1,971
3	20,825	22,223	23,969	25,716	27,462	*2,252*	*2,187*	2,180	2,151	2,146	2,146	2,152
4	13,439	14,341	15,468	16,595	17,723	*2,409*	*2,339*	2,332	2,301	2,296	2,295	2,302
5	40,486	43,203	46,598	49,994	53,389	*2,011*	*1,953*	1,947	1,921	1,917	1,916	1,922
6	25,405	27,110	29,240	31,371	33,502	*2,214*	*2,150*	2,144	2,115	2,110	2,110	2,116
7	27,305	28,756	30,569	32,383	34,196	*2,285*	*2,219*	2,212	2,183	2,178	2,177	2,183
8	33,546	35,328	37,556	39,784	42,012	*2,324*	*2,257*	2,250	2,220	2,215	2,214	2,221
9	16,287	17,153	18,235	19,316	20,398	*2,663*	*2,586*	2,578	2,544	2,538	2,537	2,545
10	24,040	25,318	26,914	28,511	30,108	*2,288*	*2,222*	2,215	2,186	2,180	2,180	2,186
11	67,074	71,415	76,842	82,268	87,695	*2,163*	*2,100*	2,094	2,066	2,061	2,061	2,067
12	38,233	40,707	43,800	46,893	49,986	*2,306*	*2,239*	2,232	2,203	2,197	2,197	2,203
13	25,392	27,035	29,089	31,144	33,198	*2,444*	*2,373*	2,366	2,335	2,330	2,329	2,336
14	14,663	15,612	16,799	17,985	19,171	*2,379*	*2,310*	2,303	2,272	2,267	2,266	2,273
15	201,793	209,921	218,799	226,809	233,987	*2,034*	*1,975*	1,968	1,942	1,938	1,937	1,943
16	50,286	51,866	53,772	55,511	57,159	*2,370*	*2,301*	2,294	2,264	2,258	2,258	2,264
17	98,752	104,129	110,301	115,553	120,278	*2,249*	*2,184*	2,177	2,148	2,144	2,143	2,149
18	96,033	101,487	108,305	115,122	121,940	*2,269*	*2,203*	2,197	2,168	2,163	2,162	2,168
19	35,338	37,345	39,853	42,362	44,871	*2,292*	*2,226*	2,219	2,189	2,184	2,184	2,190
20	200,121	209,670	220,104	229,504	238,385	*1,945*	*1,888*	1,882	1,858	1,853	1,853	1,858
21	34,286	36,233	38,667	41,101	43,535	*2,372*	*2,303*	2,296	2,265	2,260	2,260	2,266
22	62,274	65,108	68,438	71,558	74,218	*2,118*	*2,057*	2,050	2,023	2,019	2,018	2,024
Total	**1,241,390**	**1,307,834**	**1,387,274**	**1,463,515**	**1,537,327**							

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A

b. Per capita expenditure derived from Experian MMG3 data (2018 report)

c. 2016 Population derived from Experian MMG3 data (2018 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.

d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 15

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Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m) *Convenience*					Growth (£m) *Convenience*			
	2017	2021	2026	2031	2036	2017-2021	2017-2026	2017-2031	2017-2036
1	127.4	134.4	145.0	155.9	167.3	7.1	17.7	28.6	39.9
2	104.0	109.7	118.4	127.3	136.6	5.8	14.4	23.3	32.6
3	45.4	47.8	51.4	55.2	59.1	2.4	6.0	9.8	13.7
4	31.3	33.0	35.5	38.1	40.8	1.7	4.2	6.8	9.5
5	78.8	83.0	89.3	95.8	102.6	4.2	10.5	17.0	23.8
6	54.5	57.3	61.7	66.2	70.9	2.9	7.3	11.7	16.4
7	60.4	62.8	66.6	70.5	74.7	2.4	6.2	10.1	14.3
8	75.5	78.4	83.2	88.1	93.3	3.0	7.7	12.6	17.8
9	42.0	43.6	46.3	49.0	51.9	1.6	4.3	7.0	9.9
10	53.2	55.3	58.7	62.2	65.8	2.1	5.4	8.9	12.6
11	140.4	147.6	158.4	169.5	181.2	7.1	18.0	29.1	40.8
12	85.3	89.7	96.2	103.0	110.1	4.3	10.9	17.7	24.8
13	60.1	63.1	67.8	72.5	77.5	3.0	7.7	12.5	17.5
14	33.8	35.5	38.1	40.8	43.6	1.7	4.3	7.0	9.8
18	210.9	220.0	234.2	248.9	264.4	9.0	23.3	38.0	53.5
19	78.4	81.8	87.1	92.5	98.3	3.4	8.7	14.1	19.9
21	78.7	82.1	87.4	92.9	98.7	3.4	8.7	14.2	19.9
Inner Study Area Total	1360.1	1425.1	1525.3	1628.3	1736.8	65.0	165.2	268.2	376.7
15	397.2	407.8	424.0	439.4	454.7	10.5	26.8	42.2	57.4
16	115.4	117.4	121.4	125.3	129.4	2.1	6.1	10.0	14.1
17	215.0	223.7	236.4	247.6	258.5	8.7	21.4	32.6	43.5
20	376.7	389.5	407.9	425.2	443.0	12.8	31.2	48.5	66.2
22	127.7	131.7	138.1	144.4	150.2	4.0	10.5	16.7	22.5
Study Area Total	**2592.1**	**2695.2**	**2853.3**	**3010.4**	**3172.5**	**103.2**	**261.2**	**418.3**	**580.4**

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m) *Convenience (2017)*		
	Main	Top-up	Total
1	106.0	21.4	127.4
2	88.5	15.5	104.0
3	33.8	11.6	45.4
4	25.4	5.9	31.3
5	64.0	14.8	78.8
6	45.3	9.1	54.5
7	49.0	11.4	60.4
8	62.9	12.6	75.5
9	32.6	9.4	42.0
10	43.5	9.7	53.2
11	119.2	21.2	140.4
12	62.6	22.7	85.3
13	47.8	12.3	60.1
14	25.7	8.1	33.8
15	334.1	63.2	397.2
16	93.5	21.8	115.4
17	172.4	42.6	215.0
18	172.3	38.7	210.9
19	63.8	14.6	78.4
20	297.3	79.4	376.7
21	66.4	12.3	78.7
22	106.9	20.8	127.7
Total	**2,112.8**	**479.3**	**2,592.1**

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questlons 9 and 15 of the NEMS Household Survey (December 2017)

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Table 3: Convenience goods shopping patterns

Destination	Total Main food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main food (%)	Zone 1 Top-up (%)	Zone 2 Main food (%)	Zone 2 Top-up (%)	Zone 3 Main food (%)	Zone 3 Top-up (%)	Zone 4 Main food (%)	Zone 4 Top-up (%)	Zone 5 Main food (%)	Zone 5 Top-up (%)	Zone 6 Main food (%)	Zone 6 Top-up (%)	Zone 7 Main food (%)	Zone 7 Top-up (%)	Zone 8 Main food (%)	Zone 8 Top-up (%)	Zone 9 Main food (%)	Zone 9 Top-up (%)	Zone 10 Main food (%)	Zone 10 Top-up (%)	Zone 11 Main food (%)	Zone 11 Top-up (%)	Zone 12 Main food (%)	Zone 12 Top-up (%)	Zone 13 Main food (%)	Zone 13 Top-up (%)	Zone 14 Main food (%)	Zone 14 Top-up (%)	Zone 15 Main food (%)	Zone 15 Top-up (%)	Zone 16 Main food (%)	Zone 16 Top-up (%)	Zone 17 Main food (%)	Zone 17 Top-up (%)	Zone 18 Main food (%)	Zone 18 Top-up (%)	Zone 19 Main food (%)	Zone 19 Top-up (%)	Zone 20 Main food (%)	Zone 20 Top-up (%)	Zone 21 Main food (%)	Zone 21 Top-up (%)	Zone 22 Main food (%)	Zone 22 Top-up (%)
Study Area																																															
Zone 1 | Watford South																																														
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Watford Town Centre	0.0%	2.0%	0.4%	0.0%	31.1%	0.5%	18.1%	0.0%	4.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, High Street, Watford	0.4%	0.2%	0.4%	2.9%	1.8%	5.6%	1.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Ascot Road, Watford	1.9%	0.8%	1.7%	15.4%	11.9%	0.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	10.2%	2.3%	1.0%	5.2%	1.4%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Albert Road South, Watford	1.2%	0.2%	1.1%	12.1%	4.5%	1.4%	0.0%	6.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	5.2%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, High Street, Watford	0.1%	0.0%	0.1%	1.2%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whippendell Road, Watford	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Lower High Street, Watford	3.6%	0.8%	3.2%	23.4%	17.2%	15.9%	0.8%	37.4%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	24.1%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 1	0.0%	0.1%	0.1%	0.0%	2.1%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**7.4%**	**4.2%**	**7.0%**	**54.9%**	**68.5%**	**24.3%**	**21.4%**	**52.3%**	**9.4%**	**1.7%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**38.9%**	**10.2%**	**33.2%**	**5.1%**	**7.1%**	**2.4%**	**16.9%**	**0.0%**	**2.4%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**2.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 2 | Watford North																																													
Co-op, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Odhams Industrial Estate, St Albans Road, Watford	3.4%	0.4%	2.9%	11.1%	0.0%	49.1%	8.7%	1.1%	0.0%	4.3%	1.2%	0.7%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	3.2%	0.0%	14.5%	2.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Co-op, Abbotswood Park, Leavesden, Watford	0.0%	0.3%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Grossarmers, Garston, Watford	0.0%	0.1%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cow Lane, Watford	2.1%	1.4%	2.0%	15.8%	6.9%	20.8%	26.1%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.8%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%
Tesco Express, St. Albans Road, Watford	0.2%	0.4%	0.2%	3.0%	0.9%	0.0%	10.2%	2.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 2	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**5.8%**	**2.9%**	**5.3%**	**29.9%**	**14.9%**	**69.6%**	**55.3%**	**19.8%**	**0.0%**	**5.3%**	**1.2%**	**0.7%**	**0.0%**	**0.0%**	**1.2%**	**9.2%**	**0.8%**	**0.6%**	**1.3%**	**3.2%**	**0.0%**	**21.2%**	**5.8%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3 | Bushey & Aldenham																																													
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Costco, Hartspring Lane, Bushey, Watford	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Harcourt Road, Bushey, Watford	0.0%	0.4%	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	23.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 3	0.0%	0.3%	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.0%**	**1.2%**	**0.4%**	**0.0%**	**2.1%**	**0.0%**	**0.8%**	**0.8%**	**52.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**1.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4 | Radlett & Shenley																																													
Tesco Express, Watling Street, Radlett	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.4%	23.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens, Watling Street, Radlett	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	27.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Radlett Town Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Andrew Close, Shenley, Radlett	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	11.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.1%**	**1.1%**	**0.4%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**2.0%**	**10.9%**	**71.5%**	**1.0%**	**7.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5 | Borehamwood & Elstree																																													
Sainsbury's Superstore, Shenley Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	4.0%	3.5%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Leeming Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Organ Hall Road, Borehamwood	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Shenley Road, Borehamwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	0.5%	0.6%	0.5%	0.0%	0.0%	0.0%	1.0%	2.6%	0.9%	11.0%	10.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	0.0%	0.0%
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	5.2%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Stirling Way, Borehamwood	0.6%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.0%	0.9%	8.0%	8.8%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.4%	2.9%	0.0%	0.0%
Tesco Extra, Shenley Road, Borehamwood	3.5%	0.8%	2.9%	0.0%	0.0%	0.0%	6.3%	0.0%	18.9%	3.5%	70.2%	16.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	1.7%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 5	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Sub-total	**4.7%**	**4.1%**	**4.6%**	**0.0%**	**0.0%**	**0.0%**	**7.1%**	**16.1%**	**33.8%**	**11.4%**	**89.9%**	**86.8%**	**3.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**8.3%**	**7.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6 | Potters Bar																																													
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	27.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Potters Bar	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.3%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Mutton Lane, Potters Bar	1.3%	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	47.7%	36.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	2.0%	1.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.5%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 6	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	13.7%	0.0%	0.0%	0.0%	0.0%
Sub-total	**1.9%**	**1.6%**	**2.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**1.2%**	**0.0%**	**80.5%**	**83.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**17.6%**	**21.5%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 7 | Rickmansworth																																													
Iceland, High Street, Rickmansworth	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.5%	0.0%	0.0%	1.5%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, New Road, Croxley Green	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	20.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Rickmansworth Town Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	0.1%	0.7%	0.2%	0.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%

| Destination | | |

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 4: Convenience goods expenditure

Destination	Total Main food (£m)	Total Top-up (£m)	Total Convenience (£m)	Zone 1 Main food (£m)	Zone 1 Top-up (£m)	Zone 2 Main food (£m)	Zone 2 Top-up (£m)	Zone 3 Main food (£m)	Zone 3 Top-up (£m)	Zone 4 Main food (£m)	Zone 4 Top-up (£m)	Zone 5 Main food (£m)	Zone 5 Top-up (£m)	Zone 6 Main food (£m)	Zone 6 Top-up (£m)	Zone 7 Main food (£m)	Zone 7 Top-up (£m)	Zone 8 Main food (£m)	Zone 8 Top-up (£m)	Zone 9 Main food (£m)	Zone 9 Top-up (£m)	Zone 10 Main food (£m)	Zone 10 Top-up (£m)	Zone 11 Main food (£m)	Zone 11 Top-up (£m)	Zone 12 Main food (£m)	Zone 12 Top-up (£m)	Zone 13 Main food (£m)	Zone 13 Top-up (£m)	Zone 14 Main food (£m)	Zone 14 Top-up (£m)	Zone 18 Main food (£m)	Zone 18 Top-up (£m)	Zone 19 Main food (£m)	Zone 19 Top-up (£m)	Zone 21 Main food (£m)	Zone 21 Top-up (£m)	Inner Study Area Main Food (£m)	Inner Study Area Top-up (£m)	Zone 15 Main food (£m)	Zone 15 Top-up (£m)	Zone 16 Main food (£m)	Zone 16 Top-up (£m)	Zone 17 Main food (£m)	Zone 17 Top-up (£m)	Zone 20 Main food (£m)	Zone 20 Top-up (£m)	Zone 22 Main food (£m)	Zone 22 Top-up (£m)
Study Area																																															
Zone 1 | Watford South																																															
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Watford Town Centre	0.6	10.0	10.6	0.0	6.6	0.4	2.8	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, High Street, Watford	8.7	0.9	9.6	3.1	0.4	5.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ascot Road, Watford	41.0	4.0	44.9	16.3	2.5	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.3	1.2	1.4	0.1	1.7	0.1	1.3	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	41.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Albert Road South, Watford	27.8	1.1	28.9	12.8	1.0	1.2	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	3.3	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.8	1.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Watford	3.2	0.0	3.2	1.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Whippendell Road, Watford	0.5	0.3	0.8	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Lower High Street, Watford	76.7	4.2	82.9	24.8	3.7	14.1	0.1	12.6	0.2	0.2	0.0	0.0	0.0	0.0	1.0	0.0	15.1	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	70.1	4.2	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.0
Other stores, Zone 1	0.7	0.8	1.5	0.0	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**161.4**	**21.2**	**182.7**	**58.2**	**14.6**	**21.5**	**3.3**	**17.7**	**1.1**	**0.4**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**19.1**	**1.2**	**20.9**	**0.6**	**2.3**	**0.2**	**7.3**	**0.0**	**2.9**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**151.9**	**21.2**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**8.6**	**0.0**
Zone 2 | Watford North																																															
Co-op, St. Albans Road, Watford	0.0	0.8	0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Odhams Industrial Estate, St Albans Road, Watford	73.1	1.6	74.7	11.7	0.0	43.4	1.3	0.4	0.0	1.1	0.1	0.5	0.0	0.0	0.0	3.5	0.0	0.0	0.0	1.0	0.0	6.3	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	69.5	1.6	0.0	0.0	0.7	0.0	0.0	0.0	2.9	0.0
Co-op, Abbotswood Park, Leavesden, Watford	0.0	1.3	1.3	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Grassmans, Garston, Watford	0.0	0.5	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cow Lane, Watford	46.5	6.5	53.0	16.8	1.5	18.2	4.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.4	5.6	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.9
Tesco Express, St. Albans Road, Watford	4.2	1.8	6.0	3.2	0.2	0.0	1.6	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.4	0.9	1.3	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 2	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**124.2**	**13.7**	**137.8**	**31.7**	**3.2**	**61.6**	**8.6**	**6.7**	**0.0**	**1.3**	**0.1**	**0.5**	**0.0**	**0.0**	**0.1**	**4.5**	**0.1**	**0.4**	**0.2**	**1.0**	**0.0**	**9.2**	**0.6**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**118.5**	**12.7**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**5.0**	**0.9**
Zone 3 | Bushey & Aldenham																																															
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.3	2.4	2.6	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Costco, Hartspring Lane, Bushey, Watford	0.9	0.4	1.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	0.0	3.0	3.0	0.0	0.3	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 3	0.0	2.5	2.5	0.0	0.2	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.1**	**8.3**	**9.4**	**0.0**	**0.5**	**0.0**	**0.1**	**0.3**	**6.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**1.1**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**
Zone 4 | Radlett & Shenley																																															
Tesco Express, Watling Street, Radlett	0.6	1.9	2.5	0.0	0.0	0.0	0.0	0.0	0.2	0.6	1.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Budgens, Watling Street, Radlett	2.8	1.6	4.4	0.0	0.0	0.0	0.0	0.0	0.0	2.2	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Radlett Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	0.0	1.6	1.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.4**	**5.9**	**9.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.2**	**2.8**	**4.2**	**0.6**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**5.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5 | Borehamwood & Elstree																																															
Sainsbury's Superstore, Shenley Road, Borehamwood	1.2	1.7	2.8	0.0	0.0	0.0	0.0	0.3	0.5	0.9	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Leeming Road, Borehamwood	0.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Organ Hall Road, Borehamwood	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Shenley Road, Borehamwood	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	9.8	3.2	13.0	0.0	0.0	0.0	0.0	0.7	0.1	7.0	1.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	1.9	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.3
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1.2	3.7	4.9	0.0	0.0	0.0	0.0	0.0	1.2	1.2	0.4	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Stirling Way, Borehamwood	12.8	3.7	16.5	0.0	0.0	0.0	0.0	0.0	0.1	1.0	0.1	5.1	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	8.6	1.5	0.0	0.0	0.0	0.0	0.0	0.0	4.2	2.3
Tesco Extra, Shenley Road, Borehamwood	71.5	4.1	75.6	0.0	0.0	0.0	0.0	2.1	0.0	4.8	0.2	44.9	2.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	53.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	18.5	1.3
Other stores, Zone 5	0.0	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Sub-total	**96.9**	**21.5**	**118.3**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**	**1.9**	**8.6**	**0.7**	**57.5**	**12.9**	**1.7**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**72.1**	**15.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.8**	**5.9**
Zone 6 | Potters Bar																																															
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	1.7	2.5	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Potters Bar	0.8	1.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Mutton Lane, Potters Bar	33.6	3.6	37.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	21.6	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	0.3	0.0	0.0	30.6	3.6	0.0	0.0	0.0	0.0	2.9	0.0
Sainsbury's Superstore, Darkes Lane, Potters Bar	14.8	1.7	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	14.8	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 6	0.7	2.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.0	0.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**51.6**	**11.0**	**62.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**34.8**	**7.0**	**1.7**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.6**	**3.1**	**48.7**	**11.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.9**	**0.0**
Zone 7 | Rickmansworth																																															
Iceland, High Street, Rickmansworth	2.0	1.5	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.3	0.0	0.0	0.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, New Road, Croxley Green	1.0	2.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Rickmansworth Town Centre	0.0	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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South West Hertfordshire Retail & Leisure Study
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Table 5: Convenience goods benchmark

Destination *Inner Study Area*	Gross Floorspace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 1 | Watford South								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,456	4.1	0.3	0.0	-3.8
Local shops, Watford Town Centre					10.6	10.6	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,876	9.0	9.6	0.0	0.6
Morrisons, Ascot Road, Watford	6,733	3,941	3,153	11,695	36.9	44.9	0.0	8.0
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	10,492	25.2	28.9	0.0	3.7
Tesco Express, High Street, Watford	288	201	191	11,559	2.2	3.2	0.0	1.0
Tesco Express, Whippendell Road, Watford	247	175	166	11,559	1.9	0.8	0.0	-1.1
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	11,559	61.9	82.9	0.0	21.0
Other stores, Zone 1					1.5	1.5	0.0	0.0
Sub-total					**153.3**	**182.7**	**0.0**	**29.4**
Zone 2 | Watford North								
Co-op, St. Albans Road, Watford	547	329	313	9,862	3.1	0.8	0.0	-2.3
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	12,674	111.0	74.7	0.0	-36.2
Co-op, Abbotswood Park, Leavesden, Watford	547	329	313	9,862	3.1	1.3	0.0	-1.8
Co-op, The Gossamers, Garston, Watford	209	123	117	9,862	1.2	0.5	0.0	-0.6
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,696	10,492	28.3	53.0	0.0	24.7
Tesco Express, St. Albans Road, Watford	255	140	133	11,559	1.5	6.0	0.0	4.5
Waitrose, Dome Roundabout, St. Albans Road, Watford	200	125	119	12,456	1.5	1.3	0.0	-0.2
Other stores, Zone 2					0.2	0.2	0.0	0.0
Sub-total					**149.8**	**137.8**	**0.0**	**-12.0**
Zone 3 | Bushey & Aldenham								
Tesco Express (Esso), High Road, Bushey Heath, Bushey	250	150	143	11,559	1.6	2.6	0.0	1.0
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	11,559	1.4	3.0	0.0	1.6
Other stores, Zone 3					2.5	2.5	0.0	0.0
Sub-total					**6.8**	**9.4**	**0.0**	**2.6**
Zone 4 | Radlett & Shenley								
Tesco Express, Watling Street, Radlett	504	259	246	11,559	2.8	2.5	0.0	-0.3
Budgens, Watling Street, Radlett	773	355	337	9,500	3.2	4.4	0.0	1.2
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	11,559	2.6	1.6	0.0	-1.0
Sub-total					**9.4**	**9.3**	**0.0**	**-0.1**
Zone 5 | Borehamwood & Elstree								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	10,492	2.2	2.8	0.0	0.6
Co-op, Leeming Road, Borehamwood	386	207	197	9,862	1.9	1.5	0.0	-0.4
Co-op, Organ Hall Road, Borehamwood	150	90	86	9,862	0.8	0.6	0.0	-0.2
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,393	2.9	0.6	0.0	-2.3
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,258	900	720	4,800	3.5	13.0	0.0	9.5
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,876	7.7	4.9	0.0	-2.8
Morrisons, Stirling Way, Borehamwood	6,734	3,941	3,153	11,695	36.9	16.5	0.0	-20.4
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	11,559	73.1	75.6	0.0	2.5
Other stores, Zone 5					2.8	2.8	0.0	0.0
Sub-total					**131.8**	**118.3**	**0.0**	**-13.5**
Zone 6 | Potters Bar								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	11,559	2.6	4.2	0.0	1.6
Co-op, High Street, Potters Bar	353	186	177	9,862	1.7	1.9	0.0	0.2
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	11,559	31.5	37.2	0.0	5.7
Sainsbury's Superstore, Darkes Lane, Potters Bar	3,152	1,943	1,399	10,492	14.7	16.5	0.0	1.9
Other stores, Zone 6					2.8	2.8	0.0	0.0
Sub-total					**53.3**	**62.6**	**0.0**	**9.3**
Zone 7 | Rickmansworth								
Iceland, High Street, Rickmansworth	516	307	298	6,393	1.9	3.6	0.0	1.7
Co-op, New Road, Croxley Green	335	203	193	9,862	1.9	3.5	0.0	1.6
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	250	150	143	10,876	1.5	5.7	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,876	12.4	4.9	0.0	-7.5
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth	3,847	2,354	1,789	11,559	20.7	29.7	0.0	9.0
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,456	24.6	20.3	0.0	-4.3
Other stores, Zone 7					1.8	1.8	0.0	0.0
Sub-total					**65.8**	**70.4**	**0.0**	**4.6**
Zone 8 | Batchworth Heath & South Oxhey								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,456	15.1	39.4	0.0	24.2
Co-op, St. Andrews Road, South Oxhey, Watford	548	364	346	9,862	3.4	2.1	0.0	-1.3
Co-op, The Parade, Carpenders Park, Watford	438	291	276	9,862	2.7	9.0	0.0	6.2
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	11,559	1.6	4.5	0.0	2.8
Sub-total					**22.9**	**54.9**	**0.0**	**32.0**
Zone 9 | Chaorleywood & Sarratt								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	11,559	2.0	5.3	0.0	3.2
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	9,862	3.6	4.4	0.0	0.8
Other stores, Zone 9					1.0	1.0	0.0	0.0
Sub-total					**6.7**	**10.8**	**0.0**	**4.1**
Zone 10 | Kings Langley & Abbots Langley								
Tesco Express, College Road, Abbots Langley	461	253	240	11,559	2.8	3.5	0.0	0.7
Budgens, High Street, Abbots Langley	519	250	238	9,500	2.3	5.4	0.0	3.2
Other stores, Zone 10					3.9	3.9	0.0	0.0
Sub-total					**8.9**	**12.8**	**0.0**	**3.9**
Zone 11 | Hemel Hempstead								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,876	9.0	3.8	0.0	-5.2
Aldi, London Road, Hemel Hempstead	1,430	986	789	8,540	6.7	33.8	0.0	27.1
Aldi, Redbourn Road, Hemel Hempstead	1,422	980	784	8,540	6.7	29.3	0.0	22.6
Asda, Hillfield Road, Hemel Hempstead	3,849	2,345	1,571	12,674	19.9	15.2	0.0	-4.8
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead	200	125	119	9,862	1.2	0.7	0.0	-0.5
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	9,862	1.6	0.7	0.0	-0.8
Co-op, The Heights, Hemel Hempstead	208	140	133	9,862	1.3	0.5	0.0	-0.9
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead	448	294	279	9,862	2.8	1.5	0.0	-1.2
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,393	4.4	2.2	0.0	-2.2
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,876	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead	7,619	4,696	3,381	10,492	35.5	73.3	0.0	37.9

Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,750	10,492	18.4	8.8	0.0	-9.6
Tesco Express, Fletcher Way, Hemel Hempstead	311	171	162	11,559	1.9	0.5	0.0	-1.4
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead	265	183	174	11,559	2.0	1.1	0.0	-0.9
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	11,559	3.1	2.1	0.0	-1.0
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	11,559	57.7	63.4	0.0	5.7
Other stores, Zone 11					8.0	8.0	0.0	0.0
Sub-total					**181.7**	**245.1**	**0.0**	**63.4**
Zone 12 | Hemel Hempstead Fringe								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	9,862	1.5	1.8	0.0	0.3
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	229	218	11,559	2.5	6.7	0.0	4.1
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	11,559	2.0	3.0	0.0	1.0
Other stores, Zone 12					2.0	2.0	0.0	0.0
Sub-total					**8.0**	**13.4**	**0.0**	**5.4**
Zone 13 | Berkhamsted								
Waitrose, St John's Well Lane, Berkhamsted	4,602	2,633	2,159	12,456	26.9	53.7	0.0	26.8
M&S Simply Food, High Street, Berkhamsted	1,784	1,109	1,054	10,876	11.5	6.0	0.0	-5.5
Tesco Express, High Street, Northchurch, Berkhamsted	261	182	173	11,559	2.0	7.4	0.0	5.4
Tesco Metro, High Street, Berkhamsted	2,506	1,445	1,098	11,559	12.7	5.0	0.0	-7.7
						0.0		
Sub-total					**53.0**	**72.1**	**0.0**	**19.1**
Zone 14 | Tring								
Co-op, Silk Mill Way, Tring	252	184	175	9,862	1.7	0.4	0.0	-1.3
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,876	6.6	9.2	0.0	2.6
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	11,559	12.9	49.2	0.0	36.3
Other stores, Zone 14					1.4	1.4	0.0	0.0
Sub-total					**22.6**	**60.1**	**0.0**	**37.5**
Zone 18 | St Albans								
Co-op, Cell Barnes Lane, St. Albans	210	149	142	9,862	1.4	3.0	0.0	1.6
Co-op, High Street, Redbourn, St. Albans	240	140	133	9,862	1.3	0.6	0.0	-0.8
Co-op, Park Street, How Wood, St. Albans	168	106	101	9,862	1.0	3.1	0.0	2.1
Iceland, Victoria Street, St. Albans	1,012	506	491	6,393	3.1	1.1	0.0	-2.1
Marks & Spencer (BP), Verluam Road, St. Albans	100	70	67	10,876	0.7	0.4	0.0	-0.3
Marks & Spencer, St. Peter's Street, St. Albans	943	566	538	10,876	5.8	4.8	0.0	-1.0
Morrisons, Hatfield Road, St. Albans	6,490	3,799	3,039	11,695	35.5	66.1	0.0	30.6
Sainsbury's Local, Marshalswick Lane, St. Albans	399	184	175	10,492	1.8	3.6	0.0	1.7
Sainsbury's, Everard Close, St. Albans	7,085	4,367	3,144	10,492	33.0	53.0	0.0	20.0
Tesco Express, Beech Road, St. Albans	359	251	238	11,559	2.8	3.0	0.0	0.2
Tesco Express, Hatfield Road, St. Albans	458	320	304	11,559	3.5	1.8	0.0	-1.7
Tesco Express, Luton Road, Harpenden	300	170	162	11,559	1.9	4.0	0.0	2.1
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans	399	280	266	11,559	3.1	0.7	0.0	-2.3
Tesco Metro, St. Peters Street, St. Albans	1,954	1,127	857	11,559	9.9	10.8	0.0	0.9
Waitrose, Ermine Close, Mayne Avenue, St. Albans	3,392	1,940	1,591	12,456	19.8	20.2	0.0	0.4
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 18					3.6	3.6	0.0	0.0
Sub-total					**129.6**	**180.9**	**0.0**	**51.3**
Zone 19 | London Colney Fringe								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	9,862	1.3	2.8	0.0	1.6
Co-op, Haseldine Road, London Colney, St. Albans	143	89	80	9,862	0.8	1.2	0.0	0.4
Marks & Spencer, Barnet Road, London Colney, St. Albans	3,290	1,974	1,875	10,876	20.4	3.5	2.6	-14.2
Sainsbury's, Colney Fields Shopping Park, London Colney	15,017	8,420	6,063	10,492	63.6	44.6	33.4	14.4
Tesco Express, High Street, London Colney	263	184	175	11,559	2.0	0.3	0.0	-1.7
Other stores, Zone 19					0.4	0.4	0.0	0.0
Sub-total					**88.5**	**52.8**	**36.1**	**0.4**
Zone 21 | Harpenden								
Co-op, Lower Luton Road, Batford, Harpenden	227	156	148	9,862	1.5	1.0	0.0	-0.4
Tesco Express, High Street, Wheathampstead	307	168	160	11,559	1.8	1.0	0.0	-0.9
Tesco Express, Lower Luton Road, Batford, Harpenden	551	236	224	11,559	2.6	2.0	0.0	-0.6
Local shops, Wheathampstead Village Centre					0.5	0.5	0.0	0.0
Co-op, Southdown Road, Harpenden	2,172	1,307	1,176	9,862	11.6	12.0	0.0	0.4
M&S Simply Food, Church Green Parade, Harpenden	694	496	471	10,876	5.1	2.0	0.0	-3.2
Marks & Spencer (BP), Luton Road, Townsend, Harpenden	100	70	67	10,876	0.7	0.3	0.0	-0.4
Sainsbury's Superstore, High Street, Harpenden	4,586	2,827	2,035	10,492	21.4	44.4	0.0	23.0
Waitrose, Leyton Road, Harpenden	2,680	1,533	1,257	12,456	15.7	23.7	0.0	8.1
Sub-total					**60.8**	**86.8**	**0.0**	**26.0**
Total | Inner Study Area					**1,153.0**	**1,380.3**	**36.1**	**263.4**
Sub Total | Watford Borough					303.1	320.5	0.0	17.4
Sub Total | Hertsmere Borough					201.4	199.7	0.0	-1.7
Sub Total | Three Rivers District					104.3	148.9	0.0	44.6
Sub Total | Dacorum Borough					265.3	390.7	0.0	125.4
Sub Total | St Albans District					278.9	320.5	36.1	77.7

Notes:

a. Gross floorspace derived from StorePoint database, Council records or Nexus Planning assessment

b. Net floorspace derived from StorePoint database or Council records where available or based on Nexus Planning professional judgement

c. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers 2015 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience goods and local foodstore which are assumed to have 95% of net sales dedicated to convenience. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods, which correlates with our experience elsewhere

d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived for all retailers except Lidl and Aldi from Verdict UK Food & Grocery Retailers 2015, and for Lidl and Aldi from Mintel Retail Rankings 2015.

e. It has been assumed that all unnamed and local convenience stores within a centre (including B&M, Bargain Booze, Budgens, Costco, Heron Foods, One Stop) are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that ientified by the survey)

f. Survey derived performance of stores calculated by addiing together 'main' and 'top up' turnover as set out in Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
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Table 6a: Estimated 'capacity' for new convenience goods facilities in South West Hertfordshire (all five authority areas)

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,153.0	1,380.3	36.1	141.7	121.6
2021	1,148.4	1,435.2	36.5	141.1	182.2
2026	1,149.6	1,519.4	36.9	141.3	265.5
2031	1,155.3	1,603.1	37.4	142.0	343.1
2036	1,161.1	1,689.4	37.8	142.7	423.4
Study Area Market Share (%)		**53.3**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by South West Hertfordshire facilities at 53.3% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within the five authority areas from Table 5

2016 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	121.6	10,500	13,300
2021	182.2	15,800	20,000
2026	265.5	22,900	29,100
2031	343.1	29,500	37,400
2036	423.4	36,200	46,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6c: Extant convenience goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**8,029**		**60.3**

2016 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	121.6	60.3	61.3	5,300	6,700
2021	182.2	60.1	122.1	10,600	13,400
2026	265.5	60.1	205.4	17,700	22,500
2031	343.1	60.4	282.7	24,300	30,800
2036	423.4	60.7	362.7	31,000	39,400

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6e: Estimated 'capacity' for new convenience goods facilities in Hertsmere

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	201.4	199.7	0.0	24.5	-26.2
2021	200.6	207.6	0.0	24.4	-17.4
2026	200.8	219.8	0.0	24.7	-5.7
2031	201.8	231.9	0.0	24.8	5.3
2036	202.8	244.4	0.0	24.9	16.7
Study Area Market Share (%)		**7.7**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Hertsmere facilities at 7.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Herstmere from Table 5

2016 Prices

Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.2	-2,300	-2,900
2021	-17.4	-1,500	-1,900
2026	-5.7	-500	-600
2031	5.3	500	600
2036	16.7	1,400	1,800

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6g: Extant convenience goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

2016 Prices

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.2	0.0	-26.2	-2,300	-2,900
2021	-17.4	0.0	-17.4	-1,500	-1,900
2026	-5.7	0.0	-5.7	-500	-600
2031	5.3	0.0	5.3	500	600
2036	16.7	0.0	16.7	1,400	1,800

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6i: Estimated 'capacity' for new convenience goods facilities in Three Rivers

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	104.3	148.9	0.0	44.6	0.0
2021	103.9	154.8	0.0	44.4	6.5
2026	104.0	163.9	0.0	44.4	15.5
2031	104.5	172.9	0.0	44.6	23.7
2036	105.0	182.2	0.0	44.9	32.3
Study Area Market Share (%)		**5.7**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 5.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Three Rivers from Table 5

2016 Prices

Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	6.5	600	700
2026	15.5	1,300	1,700
2031	23.7	2,000	2,600
2036	32.3	2,800	3,500

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6k: Extant convenience goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Total			**880**		**4.2**

2016 Prices

Table 6l: Net quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	4.2	-4.2	-400	-500
2021	6.5	4.2	2.3	200	300
2026	15.5	4.2	11.3	1,000	1,200
2031	23.7	4.2	19.5	1,700	2,100
2036	32.3	4.3	28.1	2,400	3,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	265.3	390.7	0.0	125.4
2021	264.3	406.2	0.0	142.0
2026	264.5	430.1	0.0	165.5
2031	265.8	453.7	0.0	187.9
2036	267.2	478.2	0.0	211.0
Study Area Market Share (%)		**15.1**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 15.1% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Dacorum from Table 5
2016 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	125.4	10,800	13,700
2021	142.0	12,300	15,600
2026	165.5	14,300	18,200
2031	187.9	16,200	20,500
2036	211.0	18,100	22,900

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2016 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Total			**4,159**		**30.1**

2016 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	125.4	30.1	95.3	8,200	10,400
2021	142.0	30.0	112.0	9,700	12,300
2026	165.5	30.0	135.5	11,700	14,900
2031	187.9	30.2	157.7	13,600	17,200
2036	211.0	30.3	180.7	15,500	19,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6q: Estimated 'capacity' for new convenience goods facilities in Watford

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	303.1	320.5	0.0	17.4
2021	301.9	333.3	0.0	31.4
2026	302.2	352.8	0.0	50.6
2031	303.7	372.2	0.0	68.5
2036	305.2	392.3	0.0	87.0
Study Area Market Share (%)		**12.4**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 12.3% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Watford from Table 5

2016 Prices

Table 6r: Gross quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	17.4	1,500	1,900
2021	31.4	2,700	3,400
2026	50.6	4,400	5,600
2031	68.5	5,900	7,500
2036	87.0	7,400	9,500

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6s: Extant convenience goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
Total			**1,441**		**13.0**

2016 Prices

Table 6t: Net quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	17.4	13.0	4.4	400	500
2021	31.4	12.9	18.5	1,600	2,000
2026	50.6	12.9	37.7	3,300	4,100
2031	68.5	13.0	55.5	4,800	6,100
2036	87.0	13.1	74.0	6,300	8,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6u: Estimated 'capacity' for new convenience goods facilities in St Albans

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	278.9	320.5	36.1	72.6	5.1
2021	277.8	333.3	36.5	72.3	19.7
2026	278.1	352.8	36.9	72.4	39.3
2031	279.5	372.3	37.4	72.8	57.4
2036	280.9	392.3	37.8	73.1	76.1
Study Area Market Share (%)		**12.4**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by St Albans facilities at 12.3% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within St Albans from Table 5

2016 Prices

Table 6v: Gross quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	5.1	400	600
2021	19.7	1,700	2,200
2026	39.3	3,400	4,300
2031	57.4	4,900	6,300
2036	76.1	6,500	8,300

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6w: Extant convenience goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Griffiths Way South	5/2016/3386	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**1,921**		**13.0**

2016 Prices

Table 6x: Net quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	5.1	13.0	-7.9	-700	-900
2021	19.7	12.9	6.7	600	700
2026	39.3	13.0	26.3	2,300	2,900
2031	57.4	13.0	44.4	3,800	4,800
2036	76.1	13.1	63.1	5,400	6,800

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 7a: Population

Zone	Population				
	2017	2021	2026	2031	2036
1	63,742	68,180	73,728	79,276	84,824
2	52,069	55,695	60,227	64,759	69,291
3	20,825	22,223	23,969	25,716	27,462
4	13,439	14,341	15,468	16,595	17,723
5	40,486	43,203	46,598	49,994	53,389
6	25,405	27,110	29,240	31,371	33,502
7	27,305	28,758	30,569	32,383	34,196
8	33,546	35,328	37,556	39,784	42,012
9	16,287	17,153	18,235	19,316	20,398
10	24,040	25,318	26,914	28,511	30,108
11	67,074	71,415	76,842	82,268	87,695
12	38,233	40,707	43,800	46,893	49,986
13	25,392	27,035	29,089	31,144	33,198
14	14,663	15,612	16,799	17,985	19,171
15	201,793	209,921	218,799	226,809	233,987
16	50,286	51,886	53,772	55,511	57,159
17	98,752	104,129	110,301	115,553	120,278
18	96,033	101,487	108,305	115,122	121,940
19	35,338	37,345	39,853	42,362	44,871
20	200,121	209,670	220,104	229,504	238,385
21	34,286	36,233	38,667	41,101	43,535
22	62,274	65,108	68,438	71,668	74,218
Total	**1,241,390**	**1,307,834**	**1,387,274**	**1,463,535**	**1,537,327**

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)							
	2017 with SIT								2017								2021								2026								2031							
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	1,086	198	999	409	147	281	216	301	**3,635**	925	168	851	348	125	239	184	256	**3,097**	990	180	911	373	134	256	197	274	**3,314**	1,150	209	1,059	433	155	297	229	319	**3,851**	1,338	244	1,235	505	181	347	267	372	**4,489**	1,566	285	1,442	590	212	405	312	434	**5,245**
2	1,028	182	1,019	424	133	289	201	292	**3,568**	876	155	868	361	114	246	171	249	**3,040**	937	166	929	387	121	263	183	266	**3,253**	1,089	193	1,080	449	141	306	213	310	**3,781**	1,267	225	1,259	524	165	357	249	361	**4,407**	1,483	263	1,470	612	192	417	290	422	**5,149**
3	1,207	250	1,156	498	169	332	286	372	**4,269**	1,029	213	985	424	144	283	244	317	**3,637**	1,101	228	1,054	454	154	303	261	339	**3,892**	1,279	264	1,225	527	179	352	303	394	**4,524**	1,488	308	1,429	615	208	410	354	459	**5,272**	1,742	360	1,669	718	243	479	413	536	**6,161**
4	1,436	297	1,308	543	178	375	342	422	**4,501**	1,223	253	1,115	462	152	319	291	360	**4,175**	1,309	270	1,193	495	162	342	312	385	**4,468**	1,521	314	1,396	575	189	397	362	448	**5,193**	1,770	366	1,617	671	220	463	422	522	**6,052**	2,072	428	1,888	783	257	541	493	610	**7,072**
5	1,025	185	989	406	127	288	200	277	**3,498**	873	158	843	346	108	245	171	236	**2,980**	935	169	902	371	116	262	183	253	**3,189**	1,086	196	1,048	431	134	305	212	294	**3,706**	1,294	229	1,223	502	157	356	248	342	**4,330**	1,479	267	1,428	587	183	415	289	400	**5,048**
6	1,091	227	1,063	476	163	320	266	337	**3,942**	929	193	906	405	139	272	227	287	**3,359**	994	207	970	434	149	291	243	307	**3,594**	1,156	240	1,127	504	173	339	282	357	**4,177**	1,345	280	1,314	588	202	395	329	416	**4,868**	1,574	328	1,535	686	235	461	384	486	**5,689**
7	1,210	259	1,177	494	167	328	285	398	**4,295**	1,031	204	1,002	421	142	279	242	338	**3,659**	1,103	218	1,073	450	152	299	259	361	**3,916**	1,282	253	1,247	523	177	347	301	420	**4,551**	1,462	295	1,454	611	206	405	352	490	**5,304**	1,746	345	1,698	713	240	473	411	572	**6,198**
8	1,241	256	1,114	497	143	362	275	399	**4,287**	1,057	218	949	423	122	308	235	340	**3,652**	1,132	233	1,016	453	130	330	251	364	**3,908**	1,315	271	1,181	526	151	383	292	423	**4,542**	1,530	316	1,377	614	177	447	340	493	**5,294**	1,791	369	1,608	717	206	522	398	576	**6,186**
9	1,582	343	1,461	608	208	429	389	438	**5,457**	1,348	292	1,245	518	177	366	332	373	**4,650**	1,443	312	1,332	554	189	391	355	399	**4,976**	1,676	363	1,548	644	220	455	412	464	**5,783**	1,951	423	1,806	751	257	530	481	541	**6,740**	2,283	495	2,109	877	300	619	562	631	**7,876**
10	1,102	241	1,138	544	168	345	287	369	**4,280**	1,016	206	970	464	143	294	244	311	**3,647**	1,087	220	1,038	496	153	314	261	333	**3,902**	1,263	256	1,206	577	178	365	304	387	**4,535**	1,469	298	1,407	673	207	426	354	451	**5,286**	1,720	348	1,643	786	242	497	414	527	**6,176**
11	1,038	191	1,033	469	134	300	209	289	**3,663**	884	163	880	400	114	255	178	247	**3,121**	946	174	942	428	122	273	190	264	**3,340**	1,100	202	1,094	497	142	318	221	307	**3,881**	1,279	236	1,276	580	166	370	258	358	**4,524**	1,497	276	1,491	677	194	432	301	418	**5,286**
12	1,125	220	1,095	540	140	346	250	310	**4,037**	959	188	933	460	127	295	213	264	**3,439**	1,026	201	998	492	136	316	228	283	**3,680**	1,192	233	1,160	572	158	367	265	329	**4,277**	1,387	272	1,353	667	185	428	309	383	**4,985**	1,624	318	1,580	779	216	500	361	448	**5,825**
13	1,321	278	1,247	555	184	362	322	401	**4,670**	1,126	237	1,062	473	156	309	274	342	**3,979**	1,204	263	1,137	506	167	330	294	366	**4,258**	1,400	295	1,321	588	194	384	341	425	**4,948**	1,629	344	1,541	686	227	448	398	496	**5,767**	1,906	401	1,799	801	266	523	465	579	**6,739**
14	1,169	248	1,113	586	179	374	295	355	**4,317**	996	211	948	499	152	318	251	302	**3,678**	1,066	226	1,015	534	163	341	269	323	**3,936**	1,239	262	1,179	621	189	396	312	376	**4,575**	1,441	306	1,376	724	221	462	364	438	**5,332**	1,687	357	1,606	846	258	539	425	512	**6,230**
15	1,106	223	857	430	125	389	246	433	**3,808**	942	190	730	366	106	331	209	369	**3,244**	1,008	203	781	392	114	355	224	395	**3,472**	1,172	236	908	456	132	412	260	459	**4,035**	1,363	275	1,059	532	154	481	304	535	**4,703**	1,596	322	1,236	621	180	561	355	625	**5,495**
16	1,127	257	996	490	137	512	281	334	**4,332**	960	219	848	588	117	436	239	285	**3,891**	1,027	234	908	629	125	466	258	305	**3,950**	1,194	272	1,055	731	145	542	297	354	**4,590**	1,389	318	1,230	853	169	632	347	413	**5,351**	1,626	371	1,437	996	197	738	405	482	**6,252**
17	1,079	211	1,002	554	148	379	249	305	**3,927**	919	179	854	472	126	323	212	260	**3,346**	984	192	914	505	135	346	227	278	**3,581**	1,143	223	1,062	587	157	402	264	323	**4,161**	1,330	260	1,238	685	183	469	307	376	**4,850**	1,557	304	1,446	800	214	547	359	440	**5,667**
18	1,217	247	1,149	509	161	325	285	389	**4,282**	1,037	210	979	434	137	277	243	332	**3,648**	1,110	225	1,048	464	147	296	260	355	**3,904**	1,290	261	1,217	539	171	344	302	412	**4,537**	1,500	305	1,420	629	199	401	353	481	**5,288**	1,756	356	1,658	734	233	469	412	562	**6,179**
19	1,238	251	1,168	517	166	348	301	389	**4,369**	1,055	214	995	440	142	296	256	324	**3,723**	1,129	229	1,066	471	152	317	274	347	**3,984**	1,312	266	1,237	547	176	369	318	403	**4,630**	1,526	311	1,443	639	206	430	371	470	**5,396**	1,786	363	1,685	746	240	502	434	549	**6,305**
20	1,062	200	781	351	121	360	212	405	**3,493**	905	170	666	299	103	307	181	345	**2,976**	969	182	712	320	110	329	193	369	**3,184**	1,126	212	828	372	128	382	225	429	**3,701**	1,310	247	966	434	149	445	262	500	**4,313**	1,533	288	1,128	507	174	520	306	584	**5,040**
21	1,351	278	1,226	534	174	352	325	412	**4,653**	1,151	237	1,045	455	148	300	277	351	**3,964**	1,232	253	1,118	487	159	321	296	375	**4,242**	1,432	294	1,299	566	185	373	344	436	**4,930**	1,696	343	1,515	660	215	435	402	509	**5,746**	1,950	401	1,770	771	252	508	469	594	**6,714**
22	1,094	229	932	470	124	309	217	265	**3,639**	932	195	794	401	106	263	185	226	**3,101**	997	209	850	429	113	282	198	241	**3,318**	1,159	243	988	498	131	327	230	280	**3,856**	1,348	283	1,152	581	153	382	268	327	**4,494**	1,578	330	1,345	678	179	446	313	382	**5,252**

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A.
b. Per capita expenditure derived from Experian MMG3 data (2017 report)
c. Population derived from Experian MMG3 data (2017 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Stud
Nexus Planning

Table 8: Total comparison goods expenditure availab

Zone	Comparison goods expenditure (£m 2017								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	59.0	10.7	54.3	22.2	8.0	15.2	11.7	16.3	**197.4**
2	45.6	8.1	45.2	18.8	5.9	12.8	8.9	13.0	**158.3**
3	21.4	4.4	20.5	8.8	3.0	5.9	5.1	6.6	**75.7**
4	16.4	3.4	15.0	6.2	2.0	4.3	3.9	4.8	**56.1**
5	35.4	6.4	34.1	14.0	4.4	9.9	6.9	9.6	**120.7**
6	23.6	4.9	23.0	10.3	3.5	6.9	5.8	7.3	**85.3**
7	28.2	5.6	27.4	11.5	3.9	7.6	6.6	9.2	**99.9**
8	35.5	7.3	31.8	14.2	4.1	10.3	7.9	11.4	**122.5**
9	22.0	4.8	20.3	8.4	2.9	6.0	5.4	6.1	**75.7**
10	24.4	4.9	23.3	11.1	3.4	7.1	5.9	7.5	**87.7**
11	59.3	10.9	59.0	26.8	7.7	17.1	11.9	16.5	**209.3**
12	36.6	7.2	35.7	17.6	4.9	11.3	8.2	10.1	**131.5**
13	28.6	6.0	27.0	12.0	4.0	7.8	7.0	8.7	**101.0**
14	14.6	3.1	13.9	7.3	2.2	4.7	3.7	4.4	**53.9**
18	99.6	20.2	94.0	41.6	13.2	26.6	23.3	31.8	**350.4**
19	37.3	7.6	35.2	15.6	5.0	10.5	9.0	11.5	**131.5**
21	39.5	8.1	35.8	15.6	5.1	10.3	9.5	12.0	**135.9**
Inner Study Area Tota	626.8	123.6	595.5	262.2	83.1	174.3	140.7	186.8	**2,193.0**
15	190.2	38.3	147.3	74.0	21.4	66.9	42.3	74.4	**654.7**
16	48.3	11.0	42.7	29.6	5.9	21.9	12.0	14.3	**185.6**
17	90.8	17.7	84.3	46.6	12.5	31.9	20.9	25.6	**330.4**
20	181.2	34.1	133.2	59.9	20.6	61.4	36.1	69.0	**595.5**
22	58.0	12.1	49.5	24.9	6.6	16.4	11.5	14.0	**193.1**
Total	1,195.2	236.9	1,052.4	497.2	150.0	372.9	263.5	384.2	4,152.4

Zone	Comparison goods expenditure (£m 2021								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	67.5	12.3	62.1	25.4	9.1	17.4	13.4	18.7	**226.0**
2	52.2	9.3	51.7	21.5	6.8	14.7	10.2	14.8	**181.2**
3	24.5	5.1	23.4	10.1	3.4	6.7	5.8	7.5	**86.5**
4	18.8	3.9	17.1	7.1	2.3	4.9	4.5	5.5	**64.1**
5	40.4	7.3	39.0	16.0	5.0	11.3	7.9	10.9	**137.8**
6	27.0	5.6	26.3	11.8	4.0	7.9	6.6	8.3	**97.4**
7	31.7	6.3	30.8	13.0	4.4	8.6	7.5	10.4	**112.6**
8	40.0	8.2	35.9	16.0	4.6	11.7	8.9	12.9	**138.1**
9	24.7	5.4	22.9	9.5	3.2	6.7	6.1	6.8	**85.4**
10	27.5	5.6	26.3	12.6	3.9	8.0	6.6	8.4	**98.8**
11	67.6	12.4	67.3	30.6	8.7	19.5	13.6	18.9	**238.5**
12	41.8	8.2	40.6	20.0	5.5	12.9	9.3	11.5	**149.8**
13	32.6	6.9	30.7	13.7	4.5	8.9	7.9	9.9	**115.1**
14	16.6	3.5	15.8	8.3	2.5	5.3	4.2	5.0	**61.5**
18	112.6	22.8	106.3	47.1	14.9	30.1	26.4	36.0	**396.2**
19	42.2	8.6	39.8	17.6	5.7	11.8	10.2	13.0	**148.8**
21	44.6	9.2	40.5	17.6	5.8	11.6	10.7	13.6	**153.7**
Inner Study Area Tota	712.1	140.4	676.6	297.9	94.5	198.0	159.8	212.2	**2,491.4**
15	211.7	42.7	164.0	82.3	23.8	74.4	47.1	82.9	**728.8**
16	53.3	12.2	47.1	32.6	6.5	24.2	13.3	15.8	**204.9**
17	102.5	20.0	95.1	52.6	14.1	36.0	23.6	28.9	**372.8**
20	203.1	38.2	149.4	67.2	23.1	68.9	40.5	77.4	**667.7**
22	64.9	13.6	55.3	27.9	7.4	18.3	12.9	15.7	**216.0**
Total	1,347.6	267.0	1,187.5	560.5	169.3	419.9	297.1	432.9	4,681.7

Zone	Comparison goods expenditure (£m 2026								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	84.8	15.4	78.1	31.9	11.5	21.9	16.9	23.5	**284.0**
2	65.6	11.6	65.0	27.1	8.5	18.4	12.8	18.6	**227.7**
3	30.7	6.3	29.4	12.6	4.3	8.4	7.3	9.4	**108.4**
4	23.5	4.9	21.4	8.9	2.9	6.1	5.6	6.9	**80.3**
5	50.6	9.1	48.9	20.1	6.3	14.2	9.9	13.7	**172.7**
6	33.8	7.0	32.9	14.7	5.1	9.9	8.2	10.4	**122.1**
7	39.2	7.7	38.1	16.0	5.4	10.6	9.2	12.8	**139.1**
8	49.4	10.2	44.3	19.8	5.7	14.4	11.0	15.9	**170.6**
9	30.6	6.6	28.2	11.7	4.0	8.3	7.5	8.5	**105.4**
10	34.0	6.9	32.5	15.5	4.8	9.8	8.2	10.4	**122.1**
11	84.5	15.6	84.1	38.2	10.9	24.4	17.0	23.6	**298.2**
12	52.2	10.2	50.8	25.1	6.9	16.1	11.6	14.4	**187.3**
13	40.7	8.6	38.4	17.1	5.7	11.2	9.9	12.4	**143.9**
14	20.8	4.4	19.8	10.4	3.2	6.7	5.2	6.3	**76.8**
18	139.7	28.3	131.8	58.4	18.5	37.3	32.7	44.7	**491.4**
19	52.3	10.6	49.3	21.8	7.0	14.7	12.7	16.1	**184.5**
21	51.9	10.7	47.1	20.5	6.7	13.5	12.5	15.8	**178.6**
Inner Study Area Tota	884.2	174.2	840.2	369.9	117.3	245.9	198.3	263.4	**3,093.3**
15	256.4	51.7	198.6	99.7	28.9	90.2	57.0	100.4	**882.8**
16	64.2	14.6	56.7	39.3	7.8	29.1	16.0	19.0	**246.8**
17	126.1	24.6	117.1	64.8	17.3	44.3	29.1	35.6	**459.0**
20	236.0	44.4	173.6	78.0	26.8	80.1	47.1	89.9	**775.9**
22	75.4	15.8	64.3	32.4	8.6	21.3	14.9	18.3	**251.1**
Total	1,642.4	325.3	1,450.6	684.2	206.6	511.0	362.4	526.5	5,709.0

Zone	Comparison goods expenditure (£m 2031								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	106.1	19.3	97.9	40.0	14.4	27.5	21.2	29.5	**355.8**
2	82.0	14.6	81.5	33.9	10.7	23.1	16.1	23.4	**285.4**
3	38.3	7.9	36.7	15.8	5.4	10.5	9.1	11.8	**135.6**
4	29.4	6.1	26.8	11.1	3.7	7.7	7.0	8.7	**100.4**
5	63.2	11.4	61.1	25.1	7.8	17.8	12.4	17.1	**216.0**
6	42.2	8.8	41.2	18.4	6.3	12.4	10.3	13.0	**152.7**
7	48.3	9.6	47.1	19.8	6.7	13.1	11.4	15.9	**171.8**
8	60.9	12.6	54.8	24.4	7.0	17.8	13.5	19.6	**210.6**
9	37.7	8.2	34.9	14.5	5.0	10.2	9.3	10.4	**130.2**
10	41.9	8.5	40.1	19.2	5.9	12.1	10.1	12.9	**150.7**
11	105.2	19.4	105.0	47.7	13.7	30.5	21.2	29.4	**372.2**
12	65.0	12.8	63.5	31.3	8.7	20.1	14.5	18.0	**233.8**
13	50.7	10.7	48.0	21.4	7.1	13.9	12.4	15.4	**179.6**
14	25.9	5.5	24.7	13.0	4.0	8.3	6.5	7.9	**95.9**
18	172.7	35.1	163.5	72.4	23.0	46.2	40.6	55.4	**608.8**
19	64.6	13.2	61.1	27.0	8.7	18.2	15.7	19.9	**228.6**
21	60.4	12.4	54.9	23.9	7.8	15.8	14.5	18.4	**208.2**
Inner Study Area Tota	1,094.5	216.1	1,042.9	459.1	145.6	305.3	245.9	326.7	**3,836.1**
15	309.3	62.5	240.1	120.6	34.9	109.0	68.9	121.4	**1,066.6**
16	77.1	17.6	68.3	47.4	9.4	35.1	19.2	22.9	**297.0**
17	153.7	30.1	143.1	79.1	21.2	54.2	35.5	43.5	**560.4**
20	274.6	51.8	202.5	91.0	31.3	93.4	54.9	104.9	**904.3**
22	87.8	18.4	75.0	37.8	10.0	24.9	17.4	21.3	**292.6**
Total	1,997.0	396.5	1,771.9	835.0	252.3	621.8	441.9	640.6	6,957.1

Zone	Comparison goods expenditure (£m 2036								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	132.9	24.2	122.3	50.0	17.9	34.4	26.4	36.8	**444.9**
2	102.8	18.2	101.9	42.4	13.3	28.9	20.1	29.2	**356.8**
3	47.8	9.9	45.8	19.7	6.7	13.2	11.3	14.7	**169.2**
4	36.7	7.6	33.5	13.9	4.6	9.6	8.7	10.8	**125.3**
5	79.0	14.3	76.2	31.3	9.8	22.2	15.4	21.3	**269.5**
6	52.7	11.0	51.4	23.0	7.9	15.5	12.9	16.3	**190.6**
7	59.7	11.8	58.1	24.4	8.2	16.2	14.0	19.5	**211.9**
8	75.2	15.5	67.5	30.1	8.7	21.9	16.7	24.2	**259.9**
9	46.6	10.1	43.0	17.9	6.1	12.6	11.5	12.9	**160.6**
10	51.8	10.5	49.5	23.7	7.3	15.0	12.5	15.9	**186.0**
11	131.3	24.2	130.7	59.4	17.0	37.9	26.4	36.6	**463.6**
12	81.2	15.9	79.0	38.9	10.8	25.0	18.1	22.4	**291.2**
13	63.3	13.3	59.7	26.6	8.8	17.4	15.4	19.2	**223.7**
14	32.3	6.8	30.8	16.2	4.9	10.3	8.2	9.8	**119.4**
18	214.2	43.4	202.2	89.5	28.4	57.1	50.2	68.5	**753.5**
19	80.2	16.3	75.6	33.5	10.8	22.5	19.5	24.6	**282.9**
21	70.7	14.5	64.1	27.9	9.1	18.4	17.0	21.5	**243.3**
Inner Study Area Tota	1,358.3	267.5	1,291.3	568.4	180.2	378.0	304.3	404.3	**4,752.4**
15	373.5	75.3	289.3	145.2	42.1	131.3	83.0	146.2	**1,285.8**
16	92.9	21.2	82.1	56.9	11.3	42.2	23.1	27.6	**357.4**
17	187.3	36.6	173.9	96.2	25.7	65.8	43.2	52.9	**681.6**
20	321.5	60.5	236.4	106.3	36.5	109.0	64.1	122.4	**1,056.8**
22	102.7	21.5	87.6	44.2	11.6	29.0	20.4	24.9	**341.9**
Total	2,436.2	482.4	2,160.7	1,017.3	307.5	755.4	538.1	778.3	8,475.9

Zone	Comparison goods growth (£m)			
	2017-2021	2017-2026	2017-2031	2017-2036
1	28.6	86.6	158.4	247.5
2	22.9	69.4	127.1	198.5
3	10.8	32.7	59.8	93.4
4	8.0	24.2	44.3	69.2
5	17.1	52.0	95.3	148.8
6	12.1	36.8	67.4	105.3
7	12.7	39.2	71.8	112.0
8	15.6	48.1	88.1	137.4
9	9.6	29.7	54.5	84.9
10	11.1	34.4	63.0	98.3
11	29.2	88.9	162.8	254.2
12	18.3	55.8	102.3	159.7
13	14.1	42.9	78.6	122.7
14	7.5	22.9	42.0	65.5
18	45.9	141.0	258.4	403.1
19	17.2	53.0	97.0	151.4
21	17.8	42.7	72.3	107.4
Inner Study Area Tota	298.4	900.3	1,643.1	2,559.4
15	74.1	228.1	411.9	631.1
16	19.3	61.2	111.4	171.7
17	42.4	128.6	230.0	351.2
20	72.2	180.4	308.8	461.3
22	22.9	58.0	99.5	148.8
Total	529.3	1,556.6	2,804.7	4,323.5

Notes:
a. Zones based on the post code sectors shown on the plan at Appendix A.
b. Per capita expenditure derived from Experian MMG3 data (2017 report)
c. Population derived from Experian MMG3 data (2017 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 9: Clothing & footwear shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	**Total Clothing (%)**	**Zone 1 Clothing (%)**	**Zone 2 Clothing (%)**	**Zone 3 Clothing (%)**	**Zone 4 Clothing (%)**	**Zone 5 Clothing (%)**	**Zone 6 Clothing (%)**	**Zone 7 Clothing (%)**	**Zone 8 Clothing (%)**	**Zone 9 Clothing (%)**	**Zone 10 Clothing (%)**	**Zone 11 Clothing (%)**	**Zone 12 Clothing (%)**	**Zone 13 Clothing (%)**	**Zone 14 Clothing (%)**	**Zone 18 Clothing (%)**	**Zone 19 Clothing (%)**	**Zone 21 Clothing (%)**	***Inner Study Area***	**Zone 15 Clothing (%)**	**Zone 16 Clothing (%)**	**Zone 17 Clothing (%)**	**Zone 20 Clothing (%)**	**Zone 22 Clothing (%)**
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**1.00%**	8.93%	0.66%	4.00%	0.83%	0.00%	0.00%	6.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.94%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.37%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.96%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**24.55%**	81.93%	80.80%	68.65%	27.13%	26.61%	0.76%	64.10%	81.49%	59.56%	55.72%	13.80%	10.39%	10.14%	6.49%	9.31%	1.23%	1.73%		26.11%	2.53%	0.91%	18.52%	2.60%
Others, Zone 1	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**25.96%**	**90.86%**	**81.45%**	**72.65%**	**27.95%**	**26.61%**	**0.76%**	**79.12%**	**81.49%**	**59.56%**	**59.26%**	**13.80%**	**11.10%**	**10.14%**	**6.49%**	**10.58%**	**1.23%**	**1.73%**		**27.01%**	**2.53%**	**0.91%**	**19.46%**	**2.60%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.01%**	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.07%**	0.00%	0.00%	1.02%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.05%**	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**1.02%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**2.08%**	0.00%	0.66%	2.37%	3.54%	27.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.87%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.11%**	0.00%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.18%**	0.00%	0.00%	0.00%	3.25%	2.28%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.16%**	0.00%	0.00%	0.00%	0.00%	3.77%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.53%**	**0.00%**	**0.66%**	**2.37%**	**6.79%**	**36.65%**	**2.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**5.87%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	5.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.31%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.10%	0.00%	10.49%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.10%**	**0.00%**	**10.49%**	**0.90%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**9.98%**	0.00%	3.72%	0.00%	0.00%	0.74%	1.44%	0.72%	3.56%	1.89%	12.93%	71.91%	58.12%	37.51%	15.22%	11.63%	0.92%	2.14%		0.00%	26.12%	1.87%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.14%**	**0.00%**	**3.72%**	**0.00%**	**0.00%**	**0.74%**	**1.44%**	**0.72%**	**3.56%**	**1.89%**	**12.93%**	**72.56%**	**61.07%**	**37.51%**	**15.98%**	**11.63%**	**0.92%**	**2.14%**		**0.00%**	**26.12%**	**1.87%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**0.77%**	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.86%	1.96%	22.09%	1.78%	0.00%	0.00%	0.00%		0.00%	6.75%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.77%**	**0.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.86%**	**1.96%**	**22.09%**	**1.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.08%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	2.12%	0.00%	0.00%	0.00%
Others, Zone 14	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.12%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**0.39%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
St. Albans City Centre	**5.33%**	1.72%	1.28%	0.00%	2.43%	2.28%	3.41%	0.68%	0.00%	0.00%	4.15%	5.29%	1.46%	2.03%	0.73%	37.02%	23.13%	32.67%		0.00%	0.00%	0.00%	0.00%	0.66%
Others, Zone 18	**0.04%**	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.75%**	**1.72%**	**1.94%**	**0.00%**	**2.43%**	**2.28%**	**3.41%**	**0.68%**	**0.00%**	**0.00%**	**4.15%**	**5.29%**	**1.46%**	**2.03%**	**1.74%**	**41.75%**	**23.13%**	**32.67%**		**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.66%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**5.94%**	0.00%	0.63%	8.89%	40.43%	20.12%	45.61%	2.08%	0.00%	2.21%	9.42%	2.56%	6.45%	4.11%	1.74%	7.23%	21.45%	11.48%		1.80%	1.03%	0.00%	6.83%	1.07%
Cuffley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.95%**	**0.00%**	**0.63%**	**8.89%**	**40.43%**	**20.12%**	**45.61%**	**2.08%**	**0.00%**	**2.21%**	**9.42%**	**2.56%**	**6.45%**	**4.11%**	**2.49%**	**7.23%**	**21.45%**	**11.48%**		**1.80%**	**1.03%**	**0.00%**	**6.83%**	**1.07%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	6.68%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.71%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.68%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.1%**	**93.2%**	**88.4%**	**84.9%**	**78.9%**	**89.1%**	**60.9%**	**88.7%**	**85.7%**	**76.7%**	**88.4%**	**95.1%**	**82.8%**	**75.9%**	**29.9%**	**71.2%**	**50.1%**	**54.7%**		**28.8%**	**40.0%**	**2.8%**	**32.2%**	**4.3%**
Sub Total | Watford District	**26.0%**	90.9%	81.5%	72.7%	28.0%	26.6%	0.8%	79.1%	81.5%	59.6%	60.1%	13.8%	11.1%	10.1%	6.5%	10.6%	1.2%	1.7%		27.0%	2.5%	0.9%	19.5%	2.6%
Sub Total | Hertsmere District	**2.8%**	0.0%	0.7%	3.4%	8.1%	39.4%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%		0.0%	0.0%	0.0%	5.9%	0.0%
Sub Total | Three Rivers Borough	**0.4%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.7%	13.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.0%**	0.6%	3.7%	0.0%	0.0%	0.7%	1.4%	0.7%	3.6%	1.9%	13.8%	73.4%	63.0%	59.6%	19.2%	11.6%	0.9%	2.1%		0.0%	35.0%	1.9%	0.0%	0.0%
Sub Total | St Albans City & District	**11.9%**	1.7%	2.6%	8.9%	42.9%	22.4%	49.0%	2.8%	0.0%	2.2%	13.6%	7.8%	8.6%	6.1%	4.2%	49.0%	44.6%	50.8%		1.8%	2.5%	0.0%	6.8%	1.7%

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)	Zone 18 Clothing (%)	Zone 19 Clothing (%)	Zone 21 Clothing (%)	*Inner Study Area*	Zone 15 Clothing (%)	Zone 16 Clothing (%)	Zone 17 Clothing (%)	Zone 20 Clothing (%)	Zone 22 Clothing (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.89%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		12.65%	0.00%	0.00%	18.07%	0.00%
Hatch End Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	**0.54%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.69%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.43%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.06%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**19.40%**	**0.00%**	**0.00%**	**18.07%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**0.29%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.88%	0.00%		0.00%	6.35%	0.00%	0.00%	0.00%
Others, Zone 16	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.30%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.49%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**6.35%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**0.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	5.96%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**0.26%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%		0.00%	0.00%	2.78%	0.00%	0.00%
Others, Zone 17	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**		**0.00%**	**0.00%**	**8.73%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**0.78%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.62%	0.00%
Edgware District Centre	**1.49%**	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.98%	0.00%
Stanmore District Centre	**0.30%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.80%	0.00%
Wealdstone Local Centre	**0.15%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.72%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**16.29%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.60%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.60%**
Sub-total Study Area	**62.0%**	**93.2%**	**88.4%**	**84.9%**	**79.8%**	**89.1%**	**61.9%**	**88.7%**	**91.1%**	**79.2%**	**88.4%**	**95.1%**	**83.8%**	**76.9%**	**29.9%**	**71.2%**	**50.9%**	**55.8%**		**48.2%**	**46.4%**	**11.5%**	**66.5%**	**6.9%**
Outside Study Area																								
Amersham Town Centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.92%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%		0.00%	2.48%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**1.64%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	35.46%	0.00%	0.00%	0.00%		0.00%	24.18%	4.00%	0.00%	0.00%
Beaconsfield Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**2.66%**	0.00%	2.16%	1.02%	8.16%	7.26%	1.44%	0.72%	1.85%	0.92%	3.30%	0.86%	0.00%	0.00%	0.00%	0.00%	2.45%	1.02%		0.00%	0.00%	0.00%	11.36%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.60%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**7.21%**	5.04%	0.00%	7.05%	4.82%	1.54%	3.73%	5.20%	2.06%	7.65%	0.00%	0.65%	0.00%	13.58%	2.24%	3.09%	5.43%	5.97%		18.25%	5.74%	0.00%	15.79%	2.61%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.94%	0.00%
Gerrards Cross Town Centre	**0.06%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.09%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**0.77%**	0.00%	0.00%	0.00%	0.00%	0.00%	3.88%	0.00%	0.69%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	4.41%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	1.92%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	1.02%		3.42%	5.17%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.14%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.01%**	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%	0.00%	0.00%	0.00%	6.22%		0.00%	0.00%	7.14%	0.00%	14.55%
Marlow Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.42%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Milton Keynes Town Centre	**5.69%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	2.21%	1.38%	15.19%	0.91%	0.92%	1.07%		0.00%	9.67%	53.63%	0.00%	8.02%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.61%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	5.24%		0.00%	0.00%	4.59%	0.00%	0.66%
Monkswood Retail Park, Elder Way, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.63%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, London Road, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**1.34%**	0.00%	0.00%	0.00%	0.00%	2.06%	2.48%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	1.43%		0.00%	0.00%	0.00%	0.90%	15.57%
The Galleria Outlet, Comet Way, Hatfield	**1.67%**	0.00%	7.30%	0.00%	0.79%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	8.33%	0.00%	0.00%	5.99%	2.36%	1.02%		0.00%	1.45%	0.00%	0.90%	4.93%
Uxbridge Town Centre	**3.25%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	2.34%	3.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.83%	1.45%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**4.49%**	0.59%	0.00%	2.03%	3.77%	0.00%	17.66%	0.00%	0.96%	0.00%	0.90%	0.00%	0.00%	1.04%	0.00%	7.51%	19.28%	18.09%		0.00%	0.00%	0.00%	0.90%	35.53%
Others, outside study area	**3.75%**	0.59%	1.53%	3.97%	0.79%	0.00%	1.44%	2.08%	0.00%	5.65%	0.90%	0.65%	2.25%	1.04%	15.23%	0.00%	4.42%	2.14%		6.48%	2.07%	17.26%	0.90%	5.84%
Abroad	**0.70%**	0.59%	0.63%	0.00%	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	1.80%	0.00%	0.00%	0.99%	0.00%	1.87%	2.10%	1.02%		0.00%	0.00%	1.87%	0.90%	0.66%
Sub Total outside Study Area	**38.0%**	**6.8%**	**11.6%**	**15.1%**	**20.3%**	**10.9%**	**38.1%**	**11.3%**	**8.9%**	**20.8%**	**11.6%**	**4.9%**	**16.2%**	**23.2%**	**70.1%**	**28.8%**	**49.1%**	**44.2%**		**51.8%**	**53.6%**	**88.5%**	**33.5%**	**93.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Study Area		Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)	Zone 18 Clothing (£m)	Zone 19 Clothing (£m)	Zone 21 Clothing (£m)						
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£11.8**	£5.3	£0.3	£0.9	£0.1	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.3***	£1.7	£0.0	£0.0	£1.7	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£4.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£4.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£300.5**	£48.3	£36.8	£14.7	£4.5	£9.4	£0.2	£18.0	£28.9	£13.1	£13.6	£8.2	£3.8	£2.9	£0.9	£9.3	£0.5	£0.7	***£213.8***	£49.7	£1.2	£0.8	£33.5	£1.5
Others, Zone 1	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£317.1**	**£53.6**	**£37.1**	**£15.6**	**£4.6**	**£9.4**	**£0.2**	**£22.3**	**£28.9**	**£13.1**	**£14.5**	**£8.2**	**£4.1**	**£2.9**	**£0.9**	**£10.5**	**£0.5**	**£0.7**	***£226.9***	**£51.4**	**£1.2**	**£0.8**	**£35.3**	**£1.5**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£0.8**	£0.0	£0.0	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£21.8**	£0.0	£0.3	£0.5	£0.6	£9.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.1***	£0.0	£0.0	£0.0	£10.6	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£1.1**	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£2.0**	£0.0	£0.0	£0.0	£0.5	£0.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£26.4**	**£0.0**	**£0.3**	**£0.5**	**£1.1**	**£13.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£15.8***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£2.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£111.3**	£0.0	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.2	£42.6	£21.3	£10.7	£2.2	£11.6	£0.3	£0.8	***£97.0***	£0.0	£12.6	£1.7	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£112.9**	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.3**	**£0.3**	**£0.2**	**£1.3**	**£0.4**	**£3.2**	**£43.0**	**£22.4**	**£10.7**	**£2.3**	**£11.6**	**£0.3**	**£0.8**	***£98.6***	**£0.0**	**£12.6**	**£1.7**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£11.6**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.7	£6.3	£0.3	£0.0	£0.0	£0.0	***£8.4***	£0.0	£3.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.6**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.7**	**£6.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£8.4***	**£0.0**	**£3.3**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	***£4.7***	£0.0	£0.7	£0.0	£0.0	£0.0
St. Albans City Centre	**£67.9**	£1.0	£0.6	£0.0	£0.4	£0.8	£0.8	£0.2	£0.0	£0.0	£1.0	£3.1	£0.5	£0.6	£0.1	£36.9	£8.6	£12.9	***£67.6***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£0.4**	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£73.8**	**£1.0**	**£0.9**	**£0.0**	**£0.4**	**£0.8**	**£0.8**	**£0.2**	**£0.0**	**£0.0**	**£1.0**	**£3.1**	**£0.5**	**£0.6**	**£0.3**	**£41.6**	**£8.6**	**£12.9**	***£72.7***	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.4**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£72.0**	£0.0	£0.3	£1.9	£6.6	£7.1	£10.8	£0.6	£0.0	£0.5	£2.3	£1.5	£2.4	£1.2	£0.3	£7.2	£8.0	£4.5	***£55.1***	£3.4	£0.5	£0.0	£12.4	£0.6
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£72.1**	**£0.0**	**£0.3**	**£1.9**	**£6.6**	**£7.1**	**£10.8**	**£0.6**	**£0.0**	**£0.5**	**£2.3**	**£1.5**	**£2.4**	**£1.2**	**£0.4**	**£7.2**	**£8.0**	**£4.5**	***£55.2***	**£3.4**	**£0.5**	**£0.0**	**£12.4**	**£0.6**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.6	***£2.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.6**	***£2.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£627.4**	**£54.9**	**£40.3**	**£18.2**	**£13.0**	**£31.5**	**£14.4**	**£25.0**	**£30.4**	**£16.8**	**£21.6**	**£56.4**	**£30.3**	**£21.7**	**£4.4**	**£70.9**	**£18.7**	**£21.6**	***£490.0***	**£54.8**	**£19.3**	**£2.5**	**£58.2**	**£2.5**
Sub Total | Watford District	**£317.3**	£53.6	£37.1	£15.6	£4.6	£9.4	£0.2	£22.3	£28.9	£13.1	£14.7	£8.2	£4.1	£2.9	£0.9	£10.5	£0.5	£0.7	***£227.2***	£51.4	£1.2	£0.8	£35.3	£1.5
Sub Total | Hertsmere District	**£30.0**	£0.0	£0.3	£0.7	£1.3	£13.9	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£19.4***	£0.0	£0.0	£0.0	£10.6	£0.0
Sub Total | Three Rivers Borough	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.2	£2.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£5.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£125.7**	£0.3	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.4	£43.5	£23.1	£17.0	£2.8	£11.6	£0.3	£0.8	***£107.1***	£0.0	£16.9	£1.7	£0.0	£0.0
Sub Total | St Albans City & District	**£148.8**	£1.0	£1.2	£1.9	£7.0	£7.9	£11.6	£0.8	£0.0	£0.5	£3.3	£4.7	£3.2	£1.8	£0.6	£48.8	£16.6	£20.1	***£130.8***	£3.4	£1.2	£0.0	£12.4	£1.0

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)	Zone 18 Clothing (£m)	Zone 19 Clothing (£m)	Zone 21 Clothing (£m)	*Inner Study Area*	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£58.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£24.1	£0.0	£0.0	£32.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£7.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£7.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£71.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.9***	**£36.9**	**£0.0**	**£0.0**	**£32.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	***£1.0***	£0.0	£3.1	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.2***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£5.4	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£2.5	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	***£0.8***	**£0.0**	**£0.0**	**£7.9**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£8.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£8.4	£0.0
Edgware District Centre	**£16.4**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£16.3	£0.0
Stanmore District Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£3.3	£0.0
Wealdstone Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£29.9**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£743.3**	**£54.9**	**£40.3**	**£18.2**	**£13.1**	**£31.5**	**£14.6**	**£25.0**	**£32.3**	**£17.4**	**£21.6**	**£56.4**	**£30.7**	**£22.0**	**£4.4**	**£70.9**	**£19.0**	**£22.0**	***£494.2***	**£91.7**	**£22.4**	**£10.4**	**£120.5**	**£4.0**
Outside Study Area																								
Amersham Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.7***	£0.0	£1.2	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£20.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£5.2	£0.0	£0.0	£0.0	***£5.5***	£0.0	£11.7	£3.6	£0.0	£0.0
Beaconsfield Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£29.7**	£0.0	£1.0	£0.2	£1.3	£2.6	£0.3	£0.2	£0.7	£0.2	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	***£9.1***	£0.0	£0.0	£0.0	£20.6	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.7	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£90.2**	£3.0	£0.0	£1.5	£0.8	£0.5	£0.9	£1.5	£0.7	£1.7	£0.0	£0.4	£0.0	£3.9	£0.3	£3.1	£2.0	£2.4	***£22.6***	£34.7	£2.8	£0.0	£28.6	£1.5
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£1.7	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£9.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£4.4	£1.3	£0.0	***£8.1***	£0.0	£0.0	£0.0	£0.0	£1.1
Hattersway Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	***£0.7***	£6.5	£2.5	£0.0	£0.0	£0.0
Hitchin Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.2
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£18.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£2.5	***£3.1***	£0.0	£0.0	£6.5	£0.0	£8.4
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£5.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£1.6	£0.0
Milton Keynes Town Centre	**£63.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8	£0.4	£2.2	£0.9	£0.3	£0.4	***£5.8***	£0.0	£4.7	£48.7	£0.0	£4.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£6.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.1	***£2.3***	£0.0	£0.0	£4.2	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.7	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£13.6**	£0.0	£0.0	£0.0	£0.0	£0.7	£0.6	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.6	***£3.0***	£0.0	£0.0	£0.0	£1.6	£9.0
The Galleria Outlet, Comet Way, Hatfield	**£19.5**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£6.0	£0.9	£0.4	***£14.3***	£0.0	£0.7	£0.0	£1.6	£2.9
Uxbridge Town Centre	**£44.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£41.5	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£50.5**	£0.3	£0.0	£0.4	£0.6	£0.0	£4.2	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£7.5	£7.2	£7.1	***£28.2***	£0.0	£0.0	£0.0	£1.6	£20.6
Others, outside study area	**£44.6**	£0.3	£0.7	£0.8	£0.1	£0.0	£0.3	£0.6	£0.0	£1.2	£0.2	£0.4	£0.8	£0.3	£2.2	£0.0	£1.6	£0.8	***£10.6***	£12.3	£1.0	£15.7	£1.6	£3.4
Abroad	**£8.4**	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.3	£0.0	£1.9	£0.8	£0.4	***£4.7***	£0.0	£0.0	£1.7	£1.6	£0.4
Sub Total outside Study Area	**£452.0**	**£4.0**	**£5.3**	**£3.2**	**£3.3**	**£3.8**	**£9.0**	**£3.2**	**£3.1**	**£4.6**	**£2.8**	**£2.9**	**£6.0**	**£6.6**	**£10.2**	**£28.7**	**£18.3**	**£17.5**	***£132.6***	**£98.5**	**£25.9**	**£80.3**	**£60.7**	**£54.0**
Total (rounded)	**£1,195.2**	**£58.9**	**£45.6**	**£21.4**	**£16.4**	**£35.4**	**£23.6**	**£28.2**	**£35.5**	**£22.0**	**£24.4**	**£59.3**	**£36.6**	**£28.6**	**£14.6**	**£99.6**	**£37.3**	**£39.5**	***£626.8***	**£190.2**	**£48.3**	**£90.8**	**£181.2**	**£58.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Inner Study Area*	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)		Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**13.58%**	88.05%	51.19%	80.57%	12.28%	12.39%	0.00%	33.51%	59.80%	20.23%	31.01%	0.00%	6.20%	2.12%	3.48%	8.00%	0.00%	0.00%		6.77%	3.93%	0.00%	4.47%	0.00%
Others, Zone 1	**0.32%**	3.14%	0.00%	4.80%	0.00%	0.00%	0.00%	5.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.02%**	**91.19%**	**51.19%**	**85.37%**	**12.28%**	**12.39%**	**0.00%**	**39.27%**	**59.80%**	**28.36%**	**31.01%**	**0.00%**	**6.20%**	**2.12%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**6.77%**	**3.93%**	**0.00%**	**4.47%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.47%**	1.57%	9.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.47%**	**1.57%**	**9.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.49%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**2.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.10%**	0.00%	0.00%	0.00%	20.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.02%**	0.00%	0.00%	0.00%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.12%**	**0.00%**	**0.00%**	**0.00%**	**24.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**1.16%**	0.00%	0.00%	2.45%	14.63%	26.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.05%**	0.00%	0.00%	2.45%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.75%**	0.00%	0.00%	0.00%	0.00%	27.94%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.01%**	**0.00%**	**0.00%**	**4.91%**	**18.60%**	**54.24%**	**4.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**1.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	42.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.45%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.53%**	0.00%	0.00%	0.00%	0.00%	0.00%	24.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.09%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**71.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.60%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	39.99%	0.00%	16.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**39.99%**	**0.00%**	**16.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.75%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.66%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**4.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.56%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	0.00%	32.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.88%**	**0.00%**	**32.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.85%**	**2.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**7.54%**	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	27.35%	77.91%	49.83%	13.09%	3.48%	8.00%	0.00%	0.00%		0.00%	3.93%	2.55%	3.13%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.32%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	4.62%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.78%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**30.83%**	**84.84%**	**51.86%**	**15.31%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**0.00%**	**3.93%**	**2.55%**	**3.13%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**2.97%**	0.00%	28.92%	2.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.15%	0.00%	8.34%	76.04%	33.87%	0.00%	0.00%	0.00%		0.00%	3.36%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.97%**	**0.00%**	**28.92%**	**2.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.15%**	**0.00%**	**8.34%**	**76.04%**	**33.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**3.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.40%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.78%	0.00%	0.00%	0.00%		0.00%	4.99%	0.00%	0.00%	0.00%
Others, Zone 14	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**15.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**4.99%**	**0.00%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**0.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.07%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	**9.14%**	0.00%	0.00%	0.00%	32.78%	3.90%	4.80%	3.03%	0.00%	0.00%	12.02%	4.51%	2.14%	2.12%	0.00%	71.32%	18.16%	6.23%		0.00%	0.00%	0.00%	0.00%	17.61%
Others, Zone 18	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.57%**	**0.00%**	**0.00%**	**0.00%**	**32.78%**	**3.90%**	**4.80%**	**3.03%**	**0.00%**	**0.00%**	**12.02%**	**4.51%**	**2.14%**	**2.12%**	**0.00%**	**75.38%**	**20.31%**	**6.23%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.61%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**0.84%**	0.00%	0.00%	0.00%	3.97%	6.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.26%	0.00%		0.00%	1.64%	0.00%	2.23%	1.38%
Cuffley Village Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**3.97%**	**6.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.27%**	**0.00%**		**0.00%**	**1.64%**	**0.00%**	**2.23%**	**1.38%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**3.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	0.00%	91.18%		0.00%	0.00%	0.00%	0.00%	1.45%
Sub-total	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.94%**	**0.00%**	**91.18%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**
Total | Inner Study Area	**47.0%**	**94.8%**	**89.7%**	**92.6%**	**91.9%**	**80.0%**	**81.3%**	**85.2%**	**82.1%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**95.6%**	**56.6%**	**93.3%**	**34.2%**	**97.4%**		**13.5%**	**17.8%**	**2.6%**	**12.1%**	**20.4%**
Sub Total | Watford District	**14.5%**	92.8%	60.7%	85.4%	12.3%	12.4%	0.0%	39.3%	59.8%	28.4%	31.0%	3.1%	6.2%	2.1%	3.5%	8.0%	0.0%	0.0%		6.8%	3.9%	0.0%	4.5%	0.0%
Sub Total | Hertsmere District	**4.3%**	2.1%	0.0%	4.9%	42.9%	54.2%	76.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%		2.3%	0.0%	0.0%	2.2%	0.0%
Sub Total | Three Rivers Borough	**3.1%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	22.3%	49.5%	11.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.5%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.4%**	0.0%	28.9%	2.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	38.0%	84.8%	60.2%	91.3%	53.1%	0.0%	0.0%	0.0%		0.0%	12.3%	2.6%	3.1%	0.0%
Sub Total | St Albans City & District	**13.7%**	0.0%	0.0%	0.0%	36.7%	10.6%	4.8%	3.0%	0.0%	0.0%	12.0%	4.5%	2.1%	2.1%	0.0%	77.3%	25.6%	97.4%		0.0%	1.6%	0.0%	2.2%	20.4%

Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9 Books etc (%)	Zone 10 Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)	Zone 18 Books etc (%)	Zone 19 Books etc (%)	Zone 21 Books etc (%)	*Inner Study Area*	Zone 15 Books etc (%)	Zone 16 Books etc (%)	Zone 17 Books etc (%)	Zone 20 Books etc (%)	Zone 22 Books etc (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.46%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.16%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.91%**	0.00%	0.00%	2.45%	0.00%	0.00%	0.00%	3.03%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.49%	0.00%	0.00%	12.06%	0.00%
Hatch End Local Centre	**0.38%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Pinner Village Centre	**2.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		17.03%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.65%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.92%**	**0.00%**	**0.00%**	**2.45%**	**0.00%**	**0.00%**	**0.00%**	**3.03%**	**3.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**43.19%**	**0.00%**	**0.00%**	**14.29%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**2.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	6.99%	0.00%	0.00%	0.00%		0.00%	33.18%	0.00%	0.00%	0.00%
Others, Zone 16	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Sub-total	**2.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.22%**	**6.99%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**35.47%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**1.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	22.56%	0.00%	1.38%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**1.98%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	25.00%	0.00%	0.00%
Others, Zone 17	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.43%	0.00%	0.00%
Sub-total	**4.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**49.99%**	**0.00%**	**1.38%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.09%	0.00%
Edgware District Centre	**6.44%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	37.58%	0.00%
Stanmore District Centre	**0.92%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.36%	0.00%
Wealdstone Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**62.03%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Sub-total Study Area	**72.8%**	**94.8%**	**89.7%**	**95.1%**	**91.9%**	**80.0%**	**85.6%**	**88.2%**	**85.9%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**97.8%**	**63.6%**	**93.3%**	**34.2%**	**97.4%**		**56.7%**	**53.3%**	**52.5%**	**88.4%**	**21.8%**
Outside Study Area																								
Amersham Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**2.58%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	0.00%	0.00%	0.00%	16.95%	0.00%	0.00%	0.00%		0.00%	29.27%	9.22%	0.00%	0.00%
Beaconsfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**5.68%**	3.06%	2.39%	2.45%	3.97%	17.08%	1.78%	5.76%	9.78%	14.90%	3.66%	3.08%	0.00%	2.22%	3.48%	2.71%	6.56%	0.00%		9.93%	5.56%	2.55%	9.38%	0.00%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**2.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	22.01%	0.00%		0.00%	0.00%	0.00%	0.00%	18.09%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.72%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.32%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.71%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	2.15%	2.60%		0.00%	0.00%	5.82%	0.00%	14.16%
Marlow Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.64%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	**2.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	25.00%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.45%
Roebuck Retail Park, London Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.89%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
The Galleria Outlet, Comet Way, Hatfield	**1.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.03%	11.60%	0.00%		0.00%	0.00%	0.00%	0.00%	8.56%
Uxbridge Town Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		22.53%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.33%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**1.84%**	0.00%	0.00%	0.00%	4.15%	0.00%	7.30%	3.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	22.17%
Others, outside study area	**3.51%**	0.00%	7.96%	2.45%	0.00%	2.92%	0.00%	3.03%	2.91%	1.97%	0.00%	0.00%	4.88%	0.00%	15.96%	0.00%	7.31%	0.00%		8.57%	3.93%	4.85%	0.00%	9.04%
Abroad	**1.11%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.74%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	1.38%
Sub Total outside Study Area	**27.2%**	**5.2%**	**10.3%**	**4.9%**	**8.1%**	**20.0%**	**14.4%**	**11.8%**	**14.1%**	**18.8%**	**7.1%**	**5.4%**	**31.5%**	**2.2%**	**36.4%**	**6.7%**	**65.8%**	**2.6%**		**43.3%**	**46.7%**	**47.5%**	**11.6%**	**78.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 12: Books, CDs, DVDs expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	Inner Study Area	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£33.9**	£9.4	£4.1	£3.6	£0.4	£0.8	£0.0	£1.9	£4.4	£1.0	£1.5	£0.0	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£29.4***	£2.6	£0.4	£0.0	£1.5	£0.0
Others, Zone 1	**£0.9**	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£35.2**	**£9.8**	**£4.1**	**£3.8**	**£0.4**	**£0.8**	**£0.0**	**£2.2**	**£4.4**	**£1.3**	**£1.5**	**£0.0**	**£0.4**	**£0.1**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£30.6***	**£2.6**	**£0.4**	**£0.0**	**£1.5**	**£0.0**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£1.3**	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.3**	**£0.2**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.2**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.9	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£3.0**	£0.0	£0.0	£0.1	£0.5	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.8	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.0**	**£0.2**	**£0.6**	**£3.5**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.6***	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.6***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	***£4.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.7	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.6***	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£18.1**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£8.5	£3.6	£0.8	£0.1	£1.6	£0.0	£0.0	***£16.1***	£0.0	£0.4	£0.5	£1.1	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£9.3**	**£3.7**	**£0.9**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£17.3***	**£0.0**	**£0.4**	**£0.5**	**£1.1**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£9.4**	£0.0	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.6	£4.6	£1.0	£0.0	£0.0	£0.0	***£9.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£9.4**	**£0.0**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.6**	**£4.6**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	***£9.0***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.6**	£0.0	£0.0	£0.0	£1.1	£0.2	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£14.4	£1.4	£0.5	***£19.4***	£0.0	£0.0	£0.0	£0.0	£2.1
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.5**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.2**	**£0.2**	**£0.0**	**£0.0**	**£0.6**	**£0.5**	**£0.2**	**£0.1**	**£0.0**	**£15.2**	**£1.5**	**£0.5**	***£20.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.1**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.8**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.2	£0.0	£0.8	£0.2
Cuffley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£1.0***	**£0.0**	**£0.2**	**£0.0**	**£0.8**	**£0.2**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£8.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.4	***£7.8***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£8.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£7.4**	***£7.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Total | Inner Study Area	**£119.2**	**£10.2**	**£7.3**	**£4.1**	**£3.1**	**£5.1**	**£4.0**	**£4.7**	**£6.0**	**£3.9**	**£4.6**	**£10.3**	**£4.9**	**£5.7**	**£1.8**	**£18.8**	**£2.6**	**£7.9**	***£105.0***	**£5.2**	**£2.0**	**£0.5**	**£4.1**	**£2.5**
Sub Total | Watford District	**£36.5**	£9.9	£4.9	£3.8	£0.4	£0.8	£0.0	£2.2	£4.4	£1.3	£1.5	£0.3	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£31.9***	£2.6	£0.4	£0.0	£1.5	£0.0
Sub Total | Hertsmere District	**£11.6**	£0.2	£0.0	£0.2	£1.5	£3.5	£3.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£9.9***	£0.9	£0.0	£0.0	£0.8	£0.0
Sub Total | Three Rivers Borough	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£1.6	£2.4	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.2***	£1.7	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£29.7**	£0.0	£2.3	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.9	£9.3	£4.3	£5.5	£1.6	£1.6	£0.0	£0.0	***£26.8***	£0.0	£1.4	£0.5	£1.1	£0.0
Sub Total | St Albans City & District	**£32.6**	£0.0	£0.0	£0.0	£1.2	£0.7	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£15.6	£1.9	£7.9	***£29.1***	£0.0	£0.2	£0.0	£0.8	£2.5

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	*Inner Study Area*	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£11.6**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£7.1	£0.0	£0.0	£4.1	£0.0
Hatch End Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£6.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£6.5	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£16.5**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.3***	£0.0	£3.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£3.9**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.0	£0.0	£0.2
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.4	£0.0	£0.0
Others, Zone 17	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Sub-total	**£9.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£8.9**	**£0.0**	**£0.2**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£6.5	£0.0
Edgware District Centre	**£12.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£12.8	£0.0
Stanmore District Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£21.1**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Sub-total Study Area	**£175.8**	**£10.2**	**£7.3**	**£4.2**	**£3.1**	**£5.1**	**£4.2**	**£4.9**	**£6.3**	**£3.9**	**£4.6**	**£10.3**	**£4.9**	**£5.9**	**£2.0**	**£18.8**	**£2.6**	**£7.9**	***£106.1***	**£21.7**	**£5.9**	**£9.3**	**£30.1**	**£2.7**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.7***	£0.0	£3.2	£1.6	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£13.6**	£0.3	£0.2	£0.1	£0.1	£1.1	£0.1	£0.3	£0.7	£0.7	£0.2	£0.3	£0.0	£0.1	£0.1	£0.5	£0.5	£0.0	***£5.5***	£3.8	£0.6	£0.5	£3.2	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.7	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£2.2
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	***£0.6***	£0.0	£0.0	£1.0	£0.0	£1.7
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£4.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.8	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£1.0
Uxbridge Town Centre	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£8.6	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£2.7
Others, outside study area	**£8.5**	£0.0	£0.6	£0.1	£0.0	£0.2	£0.0	£0.2	£0.2	£0.1	£0.0	£0.0	£0.4	£0.0	£0.5	£0.0	£0.6	£0.0	***£2.8***	£3.3	£0.4	£0.9	£0.0	£1.1
Abroad	**£2.3**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub Total outside Study Area	**£61.0**	**£0.6**	**£0.8**	**£0.2**	**£0.3**	**£1.3**	**£0.7**	**£0.7**	**£1.0**	**£0.9**	**£0.4**	**£0.6**	**£2.3**	**£0.1**	**£1.1**	**£1.3**	**£5.0**	**£0.2**	***£17.5***	**£16.6**	**£5.1**	**£8.4**	**£4.0**	**£9.5**
Total (rounded)	**£236.9**	**£10.7**	**£8.1**	**£4.4**	**£3.4**	**£6.4**	**£4.9**	**£5.6**	**£7.3**	**£4.8**	**£4.9**	**£10.9**	**£7.2**	**£6.0**	**£3.1**	**£20.2**	**£7.6**	**£8.1**	***£123.6***	**£38.3**	**£11.0**	**£17.7**	**£34.1**	**£12.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 13: Small Household goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total H'Hold (%)	Zone 1 H'Hold (%)	Zone 2 H'Hold (%)	Zone 3 H'Hold (%)	Zone 4 H'Hold (%)	Zone 5 H'Hold (%)	Zone 6 H'Hold (%)	Zone 7 H'Hold (%)	Zone 8 H'Hold (%)	Zone 9 H'Hold (%)	Zone 10 H'Hold (%)	Zone 11 H'Hold (%)	Zone 12 H'Hold (%)	Zone 13 H'Hold (%)	Zone 14 H'Hold (%)	Zone 18 H'Hold (%)	Zone 19 H'Hold (%)	Zone 21 H'Hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.20%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.59%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.72%	4.12%	4.60%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.33%	0.00%	0.00%	8.28%	1.48%	1.47%	0.00%	2.29%	0.91%	0.00%	1.28%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.90%
Watford Town Centre	23.60%	88.62%	62.08%	56.67%	28.45%	19.82%	16.26%	67.68%	67.66%	50.10%	40.43%	2.82%	4.52%	32.02%	3.34%	2.81%	1.21%	2.61%		34.32%	5.99%	0.00%	18.30%	0.00%
Others, Zone 1	0.12%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**24.97%**	**93.78%**	**66.67%**	**66.29%**	**31.35%**	**21.28%**	**16.26%**	**74.70%**	**72.16%**	**50.10%**	**41.71%**	**2.82%**	**7.83%**	**32.02%**	**4.34%**	**2.81%**	**1.21%**	**2.61%**		**34.32%**	**5.99%**	**0.00%**	**19.91%**	**0.90%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.67%	0.00%	13.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**13.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.28%**	**0.00%**	**1.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.08%	1.05%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.15%	0.00%	0.78%	0.00%	7.82%	0.00%	0.00%	1.14%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.23%**	**1.05%**	**0.78%**	**2.75%**	**7.82%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.51%	0.00%	0.00%	3.28%	1.97%	38.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.05%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.28%	0.00%	0.00%	0.00%	2.82%	9.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.03%**	**0.00%**	**0.00%**	**3.28%**	**6.28%**	**47.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.66%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	17.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**20.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.04%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**5.93%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	3.97%	1.05%	2.32%	1.34%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	6.21%	48.81%	19.46%	9.53%	3.94%	1.64%	0.00%	0.00%		0.00%	5.99%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	4.40%	0.00%	2.32%	0.00%	0.00%	0.00%	0.00%	6.29%	0.00%	19.00%	31.60%	23.80%	44.54%	4.66%	0.00%	0.00%	0.00%	0.00%		0.98%	3.61%	0.00%	0.00%	0.00%
Others, Zone 11	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.41%**	**1.05%**	**4.65%**	**1.34%**	**0.00%**	**1.47%**	**0.00%**	**6.29%**	**0.00%**	**19.00%**	**37.81%**	**72.61%**	**64.99%**	**14.20%**	**3.94%**	**1.64%**	**0.00%**	**0.00%**		**0.98%**	**9.60%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	7.28%	0.00%	0.00%	0.00%
Sub-total	**0.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**7.28%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	10.20%	2.91%	0.00%	0.00%	0.00%		0.00%	0.00%	1.77%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**10.20%**	**2.91%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.77%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	31.41%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**32.41%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.50%	0.00%	0.00%	0.00%	5.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%	3.37%	0.00%		0.00%	0.00%	0.00%	0.00%	1.21%
St. Albans City Centre	6.46%	2.44%	0.00%	5.54%	5.84%	5.65%	3.34%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	46.08%	23.52%	22.71%		0.00%	0.00%	0.00%	0.00%	12.47%
Others, Zone 18	0.22%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.18%**	**2.44%**	**0.00%**	**5.54%**	**11.68%**	**7.19%**	**3.34%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**49.30%**	**32.20%**	**22.71%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**13.67%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	2.25%	0.00%	0.00%	6.88%	28.35%	12.19%	11.08%	0.00%	0.00%	0.00%	5.25%	2.36%	2.54%	1.55%	0.00%	1.17%	7.78%	1.54%		0.98%	0.00%	0.00%	3.66%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.30%**	**0.00%**	**0.00%**	**6.88%**	**28.35%**	**12.19%**	**11.08%**	**0.00%**	**0.00%**	**0.00%**	**5.25%**	**2.36%**	**3.86%**	**1.55%**	**0.00%**	**1.17%**	**7.78%**	**1.54%**		**0.98%**	**0.00%**	**0.00%**	**3.66%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.46%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.46%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**48.0%**	**98.3%**	**85.3%**	**86.1%**	**87.0%**	**91.5%**	**51.3%**	**88.1%**	**74.5%**	**82.1%**	**92.5%**	**77.8%**	**78.7%**	**58.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**36.3%**	**28.3%**	**1.8%**	**28.2%**	**14.6%**
Sub Total | Watford District	25.7%	93.8%	79.9%	66.3%	31.3%	21.3%	16.3%	74.7%	72.2%	50.1%	43.0%	2.8%	9.8%	32.0%	4.3%	2.8%	1.2%	2.6%		34.3%	6.0%	0.0%	19.9%	0.9%
Sub Total | Hertsmere District	2.6%	1.0%	0.8%	6.0%	15.6%	47.8%	20.6%	1.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%		0.0%	0.0%	0.0%	4.7%	0.0%
Sub Total | Three Rivers Borough	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	5.9%	2.3%	8.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	9.6%	1.0%	4.6%	1.3%	0.0%	1.5%	0.0%	6.3%	0.0%	20.7%	37.8%	72.6%	65.0%	24.4%	39.3%	1.6%	0.0%	0.0%		1.0%	22.3%	1.8%	0.0%	0.0%
Sub Total | St Albans City & District	9.7%	2.4%	0.0%	12.4%	40.0%	19.4%	14.4%	0.0%	0.0%	0.0%	7.8%	2.4%	3.9%	1.6%	0.0%	50.5%	40.0%	32.7%		1.0%	0.0%	0.0%	3.7%	13.7%

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 2 H'hold (%)	Zone 3 H'hold (%)	Zone 4 H'hold (%)	Zone 5 H'hold (%)	Zone 6 H'hold (%)	Zone 7 H'hold (%)	Zone 8 H'hold (%)	Zone 9 H'hold (%)	Zone 10 H'hold (%)	Zone 11 H'hold (%)	Zone 12 H'hold (%)	Zone 13 H'hold (%)	Zone 14 H'hold (%)	Zone 18 H'hold (%)	Zone 19 H'hold (%)	Zone 21 H'hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.37%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.94%	0.00%	0.00%	5.54%	0.00%	0.00%	0.00%	0.00%	3.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		19.24%	0.00%	0.00%	8.32%	0.00%
Hatch End Local Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.64%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.94%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.36%**	**0.00%**	**0.00%**	**5.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**26.20%**	**0.00%**	**0.00%**	**8.32%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.25%	2.07%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.06%	0.00%	7.69%
Homebase, Vimy Road, Leighton Buzzard	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	0.00%
Leighton Buzzard Town Centre	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	14.19%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.25%**	**2.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**22.84%**	**0.00%**	**7.69%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	20.96%	0.00%
Edgware District Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.80%	0.00%
Stanmore District Centre	2.73%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.36%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.49%**	**0.00%**	**0.00%**	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**46.12%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.77%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.77%**
Sub-total Study Area	**63.7%**	**98.3%**	**85.3%**	**93.0%**	**87.0%**	**91.5%**	**51.3%**	**89.7%**	**81.9%**	**82.1%**	**92.5%**	**77.8%**	**81.9%**	**60.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**62.5%**	**33.8%**	**24.6%**	**82.7%**	**24.0%**
Outside Study Area																								
Amersham Town Centre	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	4.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%	0.99%	1.48%	19.23%	0.00%	0.00%	0.00%		0.00%	32.96%	1.26%	0.00%	0.00%
Beaconsfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.73%	0.00%	3.78%	1.34%	2.82%	3.96%	1.40%	0.00%	0.86%	0.00%	1.79%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	9.09%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.46%	1.77%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.01%	0.00%	0.00%	1.41%	2.40%	0.00%	8.61%	0.00%	3.85%	2.43%	1.79%	0.00%	0.00%	2.07%	0.00%	4.85%	2.47%	7.53%		4.76%	1.76%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.89%	0.00%		0.00%	0.00%	0.00%	1.53%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.41%	0.00%	0.78%	0.00%	0.00%	0.00%	1.95%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	8.13%	3.68%	5.92%		0.00%	0.00%	0.00%	0.00%	5.33%
Hatterseway Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	3.47%	0.00%	0.00%	0.00%	22.44%	2.67%	0.00%	0.00%	0.00%		5.43%	10.21%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.72%
Ikea, Drury Way, North Circular Road, Wembley	2.63%	1.69%	9.38%	0.00%	5.84%	3.08%	2.36%	6.33%	3.58%	0.00%	0.00%	14.64%	0.00%	1.55%	0.00%	0.00%	1.69%	0.00%		5.04%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	14.01%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.79%	1.21%	0.94%	5.69%	19.70%	4.85%	0.00%	0.00%		0.00%	6.17%	56.20%	0.00%	5.67%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	1.55%	0.00%	1.64%	0.00%	8.51%		0.00%	0.00%	4.29%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%		0.00%	0.00%	0.00%	0.00%	3.92%
Roebuck Retail Park, London Road, Stevenage	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.02%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%		0.00%	0.00%	0.00%	0.00%	3.27%
The Galleria Outlet, Comet Way, Hatfield	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	4.10%	1.62%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.40%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	1.47%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.82%	0.00%		1.37%	0.00%	0.00%	0.00%	0.90%
Welwyn Garden City Town Centre	7.37%	0.00%	0.00%	1.41%	0.00%	0.00%	24.90%	0.00%	0.00%	9.02%	0.00%	0.00%	3.21%	1.55%	0.00%	21.56%	24.63%	37.42%		0.00%	0.00%	0.00%	5.19%	36.92%
Others, outside study area	4.20%	0.00%	0.00%	2.82%	0.00%	0.00%	2.85%	1.60%	8.02%	0.00%	0.00%	0.00%	0.99%	2.07%	14.80%	1.23%	2.47%	0.00%		12.51%	6.17%	9.28%	0.00%	1.21%
Abroad	1.36%	0.00%	0.78%	0.00%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	11.01%	0.00%	0.00%	0.00%	0.00%	0.00%		1.96%	1.76%	0.00%	1.53%	0.00%
Sub Total outside Study Area	**36.3%**	**1.7%**	**14.7%**	**7.0%**	**13.0%**	**8.5%**	**48.7%**	**10.3%**	**18.1%**	**17.9%**	**7.6%**	**22.2%**	**18.1%**	**40.0%**	**56.4%**	**45.1%**	**57.6%**	**64.7%**		**37.5%**	**66.2%**	**75.4%**	**17.3%**	**76.0%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 14: Small Household goods expenditure

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	Study	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	**£2.1**	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£7.5**	£2.2	£2.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	***£5.3***	£0.0	£0.0	£0.0	£2.1	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£4.2**	£0.0	£0.0	£1.7	£0.2	£0.5	£0.0	£0.6	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.8***	£0.0	£0.0	£0.0	£0.0	£0.4
Watford Town Centre	**£256.1**	£48.1	£28.1	£11.6	£4.3	£6.8	£3.7	£18.5	£21.5	£10.2	£9.4	£1.7	£1.6	£8.6	£0.5	£2.6	£0.4	£0.9	***£178.6***	£50.6	£2.6	£0.0	£24.4	£0.0
Others, Zone 1	**£1.6**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£271.4**	**£50.9**	**£30.1**	**£13.6**	**£4.7**	**£7.3**	**£3.7**	**£20.4**	**£23.0**	**£10.2**	**£9.7**	**£1.7**	**£2.8**	**£8.6**	**£0.6**	**£2.6**	**£0.4**	**£0.9**	***£191.3***	**£50.6**	**£2.6**	**£0.0**	**£26.5**	**£0.4**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£6.6**	£0.0	£6.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£6.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.0**	**£0.0**	**£6.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£7.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.1**	£0.6	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.3**	£0.0	£0.4	£0.0	£1.2	£0.0	£0.0	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.6**	**£0.4**	**£0.6**	**£1.2**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	**£18.1**	£0.0	£0.0	£0.7	£0.3	£13.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£14.0***	£0.0	£0.0	£0.0	£4.1	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£3.7**	£0.0	£0.0	£0.0	£0.4	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.1**	**£0.0**	**£0.0**	**£0.7**	**£0.9**	**£16.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£17.9***	**£0.0**	**£0.0**	**£0.0**	**£6.2**	**£0.0**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£5.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£1.6**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	**£46.8**	£0.6	£1.1	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.4	£28.8	£6.9	£2.6	£0.5	£1.5	£0.0	£0.0	***£44.3***	£0.0	£2.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£48.2**	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£3.9	£7.4	£14.0	£15.9	£1.3	£0.0	£0.0	£0.0	£0.0	***£45.2***	£1.4	£1.5	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£95.3**	**£0.6**	**£2.1**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£1.7**	**£0.0**	**£3.9**	**£8.8**	**£42.9**	**£23.2**	**£3.8**	**£0.5**	**£1.5**	**£0.0**	**£0.0**	***£89.8***	**£1.4**	**£4.1**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£3.1	£0.0	£0.0	£0.0
Sub-total	**£3.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	**£5.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£2.8	£0.4	£0.0	£0.0	£0.0	***£3.5***	£0.0	£0.0	£1.5	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£2.8**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**
Zone 14 | Tring																							
Tring Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	***£4.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£6.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.5**	**£0.0**	**£0.0**	**£0.0**	***£4.5***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.7**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£1.2	£0.0	***£5.1***	£0.0	£0.0	£0.0	£0.0	£0.6
St. Albans City Centre	**£72.5**	£1.3	£0.0	£1.1	£0.9	£1.9	£0.8	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£43.3	£8.3	£8.1	***£66.4***	£0.0	£0.0	£0.0	£0.0	£6.2
Others, Zone 18	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	***£2.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£80.6**	**£1.3**	**£0.0**	**£1.1**	**£1.8**	**£2.5**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£46.3**	**£11.3**	**£8.1**	***£73.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£6.8**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£27.0**	£0.0	£0.0	£1.4	£4.2	£4.2	£2.5	£0.0	£0.0	£0.0	£1.2	£1.4	£0.9	£0.4	£0.0	£1.1	£2.7	£0.6	***£20.7***	£1.4	£0.0	£0.0	£4.9	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.5**	**£0.0**	**£0.0**	**£1.4**	**£4.2**	**£4.2**	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£1.4**	**£1.4**	**£0.4**	**£0.0**	**£1.1**	**£2.7**	**£0.6**	***£21.2***	**£1.4**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£538.4**	**£53.4**	**£38.6**	**£17.7**	**£13.0**	**£31.2**	**£11.8**	**£24.1**	**£23.7**	**£16.7**	**£21.6**	**£45.9**	**£28.1**	**£15.6**	**£6.1**	**£51.6**	**£14.9**	**£12.7**	***£426.5***	**£53.4**	**£12.1**	**£1.5**	**£37.6**	**£7.2**
Sub Total | Watford District	**£278.4**	£50.9	£36.1	£13.6	£4.7	£7.3	£3.7	£20.4	£23.0	£10.2	£10.0	£1.7	£3.5	£8.6	£0.6	£2.6	£0.4	£0.9	***£198.3***	£50.6	£2.6	£0.0	£26.5	£0.4
Sub Total | Hertsmere District	**£33.0**	£0.6	£0.4	£1.2	£2.3	£16.3	£4.7	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£26.8***	£0.0	£0.0	£0.0	£6.2	£0.0
Sub Total | Three Rivers Borough	**£5.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.6	£0.7	£1.8	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£110.3**	£0.6	£2.1	£0.3	£0.0	£0.5	£0.0	£1.7	£0.0	£4.2	£8.8	£42.9	£23.2	£6.6	£5.5	£1.5	£0.0	£0.0	***£97.8***	£1.4	£9.5	£1.5	£0.0	£0.0
Sub Total | St Albans City & District	**£111.1**	£1.3	£0.0	£2.5	£6.0	£6.6	£3.3	£0.0	£0.0	£0.0	£1.8	£1.4	£1.4	£0.4	£0.0	£47.4	£14.1	£11.7	***£98.0***	£1.4	£0.0	£0.0	£4.9	£6.8

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)	Zone 7 H'hold (£m)	Zone 8 H'hold (£m)	Zone 9 H'hold (£m)	Zone 10 H'hold (£m)	Zone 11 H'hold (£m)	Zone 12 H'hold (£m)	Zone 13 H'hold (£m)	Zone 14 H'hold (£m)	Zone 18 H'hold (£m)	Zone 19 H'hold (£m)	Zone 21 H'hold (£m)	*Inner Study Area*	Zone 15 H'hold (£m)	Zone 16 H'hold (£m)	Zone 17 H'hold (£m)	Zone 20 H'hold (£m)	Zone 22 H'hold (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£41.7**	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£28.3	£0.0	£0.0	£11.1	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.9	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£4.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£4.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£53.2**	**£0.0**	**£0.0**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£38.6**	**£0.0**	**£0.0**	**£11.1**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£10.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.6	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£5.1	£0.0	£3.8
Homebase, Vimy Road, Leighton Buzzard	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.2	£0.0	£0.0
Leighton Buzzard Town Centre	**£12.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£12.0	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£19.3**	**£0.0**	**£3.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£27.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£27.9	£0.0
Edgware District Centre	**£7.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£7.7	£0.0
Stanmore District Centre	**£26.1**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£25.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£61.7**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£61.4**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**
Sub-total Study Area	**£681.7**	**£53.4**	**£38.6**	**£19.1**	**£13.0**	**£31.2**	**£11.8**	**£24.5**	**£26.1**	**£16.7**	**£21.6**	**£45.9**	**£29.2**	**£16.2**	**£6.1**	**£51.6**	**£14.9**	**£12.7**	***£432.5***	**£92.0**	**£14.4**	**£20.7**	**£110.1**	**£11.9**
Outside Study Area																								
Amersham Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£6.0	£2.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£19.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.4	£0.4	£2.7	£0.0	£0.0	£0.0	***£4.4***	£0.0	£14.1	£1.1	£0.0	£0.0
Beaconsfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£17.5**	£0.0	£1.7	£0.3	£0.4	£1.4	£0.3	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£5.4***	£0.0	£0.0	£0.0	£12.1	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.1	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£21.2**	£0.0	£0.0	£0.3	£0.4	£0.0	£2.0	£0.0	£1.2	£0.5	£0.4	£0.0	£0.0	£0.6	£0.0	£4.6	£0.9	£2.7	***£13.4***	£7.0	£0.8	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£2.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£15.2**	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.6	£1.3	£2.1	***£12.6***	£0.0	£0.0	£0.0	£0.0	£2.6
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£19.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	£0.0	£0.0	£0.0	£6.1	£0.4	£0.0	£0.0	£0.0	***£7.5***	£8.0	£4.4	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Ikea, Drury Way, North Circular Road, Wembley	**£27.6**	£0.9	£4.2	£0.0	£0.9	£1.1	£0.5	£1.7	£1.1	£0.0	£0.0	£8.6	£0.0	£0.4	£0.0	£0.0	£0.6	£0.0	***£20.2***	£7.4	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.2	£0.0	£6.9
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£63.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.3	£1.5	£2.7	£4.6	£0.0	£0.0	***£10.3***	£0.0	£2.6	£47.4	£0.0	£2.8
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£9.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£1.5	£0.0	£3.0	***£5.3***	£0.0	£0.0	£3.6	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£1.9
Roebuck Retail Park, London Road, Stevenage	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.6
The Galleria Outlet, Comet Way, Hatfield	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.4	£0.6	***£3.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£3.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	***£2.6***	£2.0	£0.0	£0.0	£0.0	£0.4
Welwyn Garden City Town Centre	**£76.9**	£0.0	£0.0	£0.3	£0.0	£0.0	£5.7	£0.0	£0.0	£1.8	£0.0	£0.0	£1.1	£0.4	£0.0	£20.3	£8.7	£13.4	***£51.7***	£0.0	£0.0	£0.0	£6.9	£18.3
Others, outside study area	**£38.7**	£0.0	£0.0	£0.6	£0.0	£0.0	£0.7	£0.4	£2.6	£0.0	£0.0	£0.0	£0.4	£0.6	£2.1	£1.2	£0.9	£0.0	***£9.2***	£18.4	£2.6	£7.8	£0.0	£0.6
Abroad	**£13.1**	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.4***	£2.9	£0.8	£0.0	£2.0	£0.0
Sub Total outside Study Area	**£370.8**	**£0.9**	**£6.7**	**£1.4**	**£2.0**	**£2.9**	**£11.2**	**£2.8**	**£5.8**	**£3.6**	**£1.8**	**£13.1**	**£6.5**	**£10.8**	**£7.8**	**£42.4**	**£20.2**	**£23.2**	***£163.0***	**£55.3**	**£28.2**	**£63.6**	**£23.1**	**£37.6**
Total (rounded)	**£1,052.4**	**£54.3**	**£45.2**	**£20.5**	**£15.0**	**£34.1**	**£23.0**	**£27.4**	**£31.8**	**£20.3**	**£23.3**	**£59.0**	**£35.7**	**£27.0**	**£13.9**	**£94.0**	**£35.2**	**£35.8**	***£595.5***	**£147.3**	**£42.7**	**£84.3**	**£133.2**	**£49.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)		Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	0.91%	1.35%	1.03%	2.15%	0.00%	0.00%	0.00%	4.05%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	5.32%	29.54%	13.22%	13.30%	11.33%	0.00%	0.00%	10.41%	4.84%	6.18%	5.85%	6.25%	2.12%	0.00%	0.00%	8.33%	0.00%	0.00%		0.00%	0.00%	0.00%	4.39%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	1.69%	2.36%	3.10%	13.30%	4.39%	0.00%	2.43%	8.38%	15.01%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	1.70%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	20.50%	63.38%	78.80%	58.66%	45.84%	35.24%	3.23%	68.86%	57.97%	31.37%	55.68%	3.10%	1.51%	18.12%	3.46%	5.52%	0.00%	4.05%		11.90%	4.20%	0.00%	11.85%	0.00%
Others, Zone 1	0.60%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.87%	0.00%	0.00%	0.00%	0.00%
Sub-total	**29.02%**	**97.64%**	**96.15%**	**87.41%**	**61.56%**	**35.24%**	**5.66%**	**91.70%**	**82.70%**	**40.13%**	**64.09%**	**9.35%**	**3.63%**	**18.12%**	**3.46%**	**22.26%**	**1.66%**	**4.05%**		**16.93%**	**4.20%**	**0.00%**	**16.24%**	**0.00%**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.06%	0.00%	0.00%	5.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.14%	0.00%	0.78%	0.00%	10.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.78%**	**5.16%**	**10.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	0.60%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**3.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.71%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	1.85%	0.00%	0.78%	0.00%	4.93%	38.22%	7.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.05%	0.00%	0.00%	2.15%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.42%	0.00%	0.00%	0.00%	0.00%	12.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Sub-total	**2.70%**	**0.00%**	**0.78%**	**2.15%**	**4.93%**	**50.57%**	**10.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.41%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.28%**	**0.00%**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	3.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.64%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**10.89%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%	17.48%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**17.48%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**14.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	7.18%	0.00%	0.78%	0.00%	0.00%	0.00%	2.31%	0.00%	4.88%	2.71%	17.65%	76.59%	31.81%	25.38%	9.27%	0.00%	3.99%	2.51%		0.00%	15.52%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	1.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	5.74%	38.42%	0.00%	0.00%	0.00%	0.00%	3.34%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.21%**	**0.00%**	**0.78%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**4.88%**	**2.71%**	**20.21%**	**85.43%**	**70.23%**	**25.38%**	**9.27%**	**0.00%**	**3.99%**	**5.85%**		**0.00%**	**15.52%**	**0.00%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	47.36%	1.77%	0.00%	0.00%	0.00%		0.00%	2.83%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.16%**	**47.36%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																								
Tring Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.05%	0.00%	0.00%	0.00%		0.00%	2.83%	2.01%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.05%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**2.01%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.65%	0.00%	9.87%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	4.54%	0.00%	0.00%	0.00%	2.56%	2.39%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	2.12%	0.00%	1.77%	31.40%	34.73%	10.63%		0.00%	0.00%	0.00%	0.00%	1.43%
Others, Zone 18	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.68%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**2.39%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**8.37%**	**0.00%**	**1.77%**	**38.05%**	**36.39%**	**20.50%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.43%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.98%	0.00%	0.00%	0.00%	7.57%	2.39%	14.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	3.34%		0.00%	0.00%	0.00%	3.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.12%**	**0.00%**	**0.00%**	**0.00%**	**7.57%**	**2.39%**	**14.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**	**3.34%**		**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	19.58%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**19.58%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**51.9%**	**97.6%**	**98.5%**	**94.7%**	**90.5%**	**90.6%**	**41.0%**	**95.7%**	**90.8%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**20.3%**	**72.5%**	**56.3%**	**53.3%**		**19.1%**	**25.4%**	**2.0%**	**23.5%**	**1.4%**
Sub Total | Watford District	29.1%	97.6%	96.2%	87.4%	61.6%	35.2%	5.7%	91.7%	82.7%	40.1%	66.5%	9.4%	3.6%	18.1%	3.5%	22.3%	1.7%	4.1%		16.9%	4.2%	0.0%	16.2%	0.0%
Sub Total | Hertsmere District	4.0%	0.0%	1.6%	7.3%	18.8%	50.6%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	14.3%	0.0%		0.0%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.2%	31.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.2%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.8%	0.0%	0.0%	0.0%	2.3%	0.0%	4.9%	2.7%	20.2%	85.4%	75.9%	72.7%	15.1%	0.0%	4.0%	5.9%		0.0%	21.2%	2.0%	0.0%	0.0%
Sub Total | St Albans City & District	7.6%	0.0%	0.0%	0.0%	10.1%	4.8%	14.2%	0.0%	0.0%	0.0%	2.6%	0.0%	8.4%	0.0%	1.8%	43.6%	36.4%	43.4%		0.0%	0.0%	0.0%	3.0%	1.4%

Destination	Total Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)	*Inner Study Area*	Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	6.22%	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		8.41%	0.00%	0.00%	34.54%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Ruislip Town Centre	3.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.21%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.71%**	**0.00%**	**2.13%**	**2.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**38.62%**	**0.00%**	**0.00%**	**36.68%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.72%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	7.64%	0.00%	1.36%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.93%	11.66%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.62%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**19.30%**	**0.00%**	**1.36%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	5.64%
Edgware District Centre	1.04%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.36%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	6.63%	0.00%
Stanmore District Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.02%**	**0.00%**	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.36%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**10.91%**	**5.64%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.83%		0.00%	0.00%	0.00%	0.00%	33.21%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.37%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**8.83%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**33.21%**
Sub-total Study Area	**68.9%**	**97.6%**	**99.2%**	**94.7%**	**90.5%**	**92.3%**	**43.3%**	**97.9%**	**93.2%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**22.7%**	**76.4%**	**56.3%**	**62.2%**	*0.0%*	**57.7%**	**33.0%**	**21.3%**	**71.1%**	**41.6%**
Outside Study Area																								
Amersham Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.75%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	0.00%	0.00%		0.00%	5.69%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	47.26%	0.00%	0.00%	0.00%		0.00%	26.20%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.83%	0.00%	0.00%	0.00%	9.49%	3.59%	4.62%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.50%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%		0.00%	6.20%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.73%	0.00%	0.78%	3.01%	0.00%	0.00%	0.00%	0.00%	6.83%	2.71%	0.00%	1.51%	3.10%	0.00%	0.00%	1.62%	6.83%	9.20%		11.36%	1.38%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	7.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	6.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatterssway Retail Park, Chaul End Lane, Luton	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.92%	19.39%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	3.18%	0.00%	1.69%	0.00%	0.00%	9.68%		0.00%	0.00%	7.53%	0.00%	10.42%
Marlow Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.39%	0.00%	0.00%	0.00%		0.00%	3.31%	58.71%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	4.02%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	5.59%
Roebuck Retail Park, London Road, Stevenage	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	1.91%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	2.39%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.70%	2.33%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	2.39%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		16.89%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.03%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	5.15%	0.00%	0.00%	0.00%	0.00%	0.00%	34.81%	0.00%	0.00%	0.00%	0.00%	0.00%	3.71%	0.00%	0.00%	8.52%	17.61%	8.12%		0.00%	0.00%	0.00%	5.14%	39.07%
Others, outside study area	3.69%	1.01%	0.00%	2.26%	0.00%	1.71%	2.43%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	9.15%	2.36%	0.00%	5.66%	3.34%		4.10%	3.38%	8.44%	11.11%	1.36%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**31.1%**	**2.4%**	**0.8%**	**5.3%**	**9.5%**	**7.7%**	**56.8%**	**2.1%**	**6.8%**	**25.7%**	**2.4%**	**5.2%**	**12.1%**	**9.2%**	**77.3%**	**23.6%**	**43.6%**	**37.9%**		**42.3%**	**67.0%**	**78.7%**	**28.9%**	**58.4%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
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Table 16: Recreation goods expenditure

Destination	Total Recrtn (£m)	Watford BC Zone 1 Recrtn (£m)	Watford BC Zone 2 Recrtn (£m)	Hertsmere BC Zone 3 Recrtn (£m)	Hertsmere BC Zone 4 Recrtn (£m)	Hertsmere BC Zone 5 Recrtn (£m)	Hertsmere BC Zone 6 Recrtn (£m)	Three Rivers DC Zone 7 Recrtn (£m)	Three Rivers DC Zone 8 Recrtn (£m)	Three Rivers DC Zone 9 Recrtn (£m)	Three Rivers DC Zone 10 Recrtn (£m)	Dacorum BC Zone 11 Recrtn (£m)	Dacorum BC Zone 12 Recrtn (£m)	Dacorum BC Zone 13 Recrtn (£m)	Dacorum BC Zone 14 Recrtn (£m)	St Albans DC Zone 18 Recrtn (£m)	St Albans DC Zone 19 Recrtn (£m)	St Albans DC Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£4.4**	£0.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.3	£0.0	***£4.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£22.1**	£6.6	£2.5	£1.2	£0.7	£0.0	£0.0	£1.2	£0.7	£0.5	£0.7	£1.7	£0.4	£0.0	£0.0	£3.5	£0.0	£0.0	***£19.5***	£0.0	£0.0	£0.0	£2.6	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£8.5**	£0.5	£0.6	£1.2	£0.3	£0.0	£0.3	£1.0	£2.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£6.9***	£1.6	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£90.8**	£14.1	£14.8	£5.2	£2.8	£4.9	£0.3	£7.9	£8.2	£2.6	£6.2	£0.8	£0.3	£2.2	£0.3	£2.3	£0.0	£0.6	***£73.6***	£8.8	£1.2	£0.0	£7.1	£0.0
Others, Zone 1	**£3.0**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£2.1	£0.0	£0.0	£0.0	£0.0
Sub-total	**£128.9**	**£21.7**	**£18.1**	**£7.7**	**£3.8**	**£4.9**	**£0.6**	**£10.5**	**£11.7**	**£3.4**	**£7.1**	**£2.5**	**£0.6**	**£2.2**	**£0.3**	**£9.3**	**£0.3**	**£0.6**	***£105.4***	**£12.5**	**£1.2**	**£0.0**	**£9.7**	**£0.0**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.5**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.8**	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.1**	**£0.5**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.8**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£8.2**	£0.0	£0.1	£0.0	£0.3	£5.4	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£6.9***	£0.0	£0.0	£0.0	£1.3	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.7**	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£1.3	£0.0
Sub-total	**£11.9**	**£0.0**	**£0.1**	**£0.2**	**£0.3**	**£7.1**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£9.3***	**£0.0**	**£0.0**	**£0.0**	**£2.6**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	***£2.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.6	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£38.7**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.0	£20.5	£5.6	£3.0	£0.7	£0.0	£0.6	£0.4	***£34.2***	£0.0	£4.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5	£6.8	£0.0	£0.0	£0.0	£0.0	£0.5	***£9.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£48.7**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.7**	**£0.2**	**£2.3**	**£22.9**	**£12.4**	**£3.0**	**£0.7**	**£0.0**	**£0.6**	**£0.9**	***£44.1***	**£0.0**	**£4.6**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£7.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£5.7	£0.1	£0.0	£0.0	£0.0	***£6.5***	£0.0	£0.8	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£5.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£6.5***	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.8	£0.9	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.8**	**£0.9**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£1.5	***£4.3***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.8**	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.1	£13.1	£5.4	£1.7	***£21.4***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.4**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£1.5**	**£0.0**	**£0.1**	**£15.8**	**£5.7**	**£3.2**	***£27.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£5.3**	£0.0	£0.0	£0.0	£0.5	£0.3	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.5	***£3.5***	£0.0	£0.0	£0.0	£1.8	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.9**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.3**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.5**	***£4.1***	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£3.1	***£4.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£3.1**	***£4.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£249.7**	**£21.7**	**£18.5**	**£8.4**	**£5.6**	**£12.7**	**£4.2**	**£11.0**	**£12.9**	**£6.3**	**£10.9**	**£25.4**	**£15.5**	**£10.9**	**£1.5**	**£30.2**	**£8.8**	**£8.3**	***£212.7***	**£14.1**	**£7.5**	**£0.9**	**£14.1**	**£0.4**
Sub Total | Watford District	**£129.1**	£21.7	£18.1	£7.7	£3.8	£4.9	£0.6	£10.5	£11.7	£3.4	£7.4	£2.5	£0.6	£2.2	£0.3	£9.3	£0.3	£0.6	***£105.6***	£12.5	£1.2	£0.0	£9.7	£0.0
Sub Total | Hertsmere District	**£18.7**	£0.0	£0.3	£0.6	£1.2	£7.1	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.2	£0.0	***£16.2***	£0.0	£0.0	£0.0	£2.6	£0.0
Sub Total | Three Rivers Borough	**£6.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£2.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.5***	£1.6	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£58.4**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.3	£22.9	£13.3	£8.7	£1.1	£0.0	£0.6	£0.9	***£51.2***	£0.0	£6.3	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£37.4**	£0.0	£0.0	£0.0	£0.6	£0.7	£1.5	£0.0	£0.0	£0.0	£0.3	£0.0	£1.5	£0.0	£0.1	£18.1	£5.7	£6.8	***£35.2***	£0.0	£0.0	£0.0	£1.8	£0.4

Destination	Total Recrtn (£m)	Zone 1 Recrtn (£m)	Zone 2 Recrtn (£m)	Zone 3 Recrtn (£m)	Zone 4 Recrtn (£m)	Zone 5 Recrtn (£m)	Zone 6 Recrtn (£m)	Zone 7 Recrtn (£m)	Zone 8 Recrtn (£m)	Zone 9 Recrtn (£m)	Zone 10 Recrtn (£m)	Zone 11 Recrtn (£m)	Zone 12 Recrtn (£m)	Zone 13 Recrtn (£m)	Zone 14 Recrtn (£m)	Zone 18 Recrtn (£m)	Zone 19 Recrtn (£m)	Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£27.3**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£6.2	£0.0	£0.0	£20.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£22.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£22.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£51.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£28.6**	**£0.0**	**£0.0**	**£22.0**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£3.6	£0.0	£0.3
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£5.4	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.6**	**£9.0**	**£0.0**	**£0.3**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£1.4
Edgware District Centre	**£4.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.0**	**£0.0**	**£6.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	***£1.4***	£0.0	£0.0	£0.0	£0.0	£8.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£1.4**	***£2.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.3**
Sub-total Study Area	**£332.4**	**£21.7**	**£18.7**	**£8.4**	**£5.6**	**£12.9**	**£4.5**	**£11.2**	**£13.2**	**£6.3**	**£10.9**	**£25.4**	**£15.5**	**£10.9**	**£1.7**	**£31.8**	**£8.8**	**£9.7**	***£217.1***	**£42.7**	**£9.8**	**£9.9**	**£42.6**	**£10.4**
Outside Study Area																								
Amersham Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.9***	£0.0	£1.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£11.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	***£3.5***	£0.0	£7.7	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£8.1**	£0.0	£0.0	£0.0	£0.6	£0.5	£0.5	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£6.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£14.5**	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£0.4	£0.5	£0.0	£0.0	£0.0	£0.7	£1.1	£1.4	***£5.7***	£8.4	£0.4	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£1.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.6	£5.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.1	£0.0	£0.0	£1.5	***£2.8***	£0.0	£0.0	£3.5	£0.0	£2.6
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£29.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	***£1.6***	£0.0	£1.0	£27.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.9	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.4
Roebuck Retail Park, London Road, Stevenage	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.4	£0.4	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£13.7**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£12.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£24.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£3.5	£2.7	£1.3	***£11.8***	£0.0	£0.0	£0.0	£3.1	£9.7
Others, outside study area	**£18.9**	£0.2	£0.0	£0.2	£0.0	£0.2	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	£0.9	£0.5	***£3.9***	£3.0	£1.0	£3.9	£6.7	£0.3
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£164.8**	**£0.5**	**£0.1**	**£0.5**	**£0.6**	**£1.1**	**£5.8**	**£0.2**	**£1.0**	**£2.2**	**£0.3**	**£1.4**	**£2.1**	**£1.1**	**£5.7**	**£9.8**	**£6.8**	**£5.9**	***£45.1***	**£31.3**	**£19.8**	**£36.7**	**£17.3**	**£14.6**
Total (rounded)	**£497.2**	**£22.2**	**£18.8**	**£8.8**	**£6.2**	**£14.0**	**£10.3**	**£11.5**	**£14.2**	**£8.4**	**£11.1**	**£26.8**	**£17.6**	**£12.0**	**£7.3**	**£41.6**	**£15.6**	**£15.6**	***£262.2***	**£74.0**	**£29.6**	**£46.6**	**£59.9**	**£24.9**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 17: Chemist goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	Inner Study Area	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.60%	7.82%	1.07%	6.10%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.03%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	11.23%	80.11%	82.76%	41.16%	3.74%	1.77%	0.00%	29.36%	49.29%	10.31%	13.52%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%		3.82%	0.00%	0.00%	1.89%	0.00%
Others, Zone 1	0.28%	3.29%	1.07%	0.00%	0.00%	0.00%	0.00%	2.58%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.14%**	**91.22%**	**84.90%**	**48.00%**	**3.74%**	**1.77%**	**0.00%**	**34.52%**	**49.89%**	**10.31%**	**14.48%**	**0.00%**	**0.67%**	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.82%**	**0.00%**	**0.00%**	**1.89%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.15%	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.02%	0.00%	0.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.96%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.82%	3.67%	0.00%	42.84%	0.00%	0.91%	0.00%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.11%**	**3.67%**	**0.00%**	**42.84%**	**0.00%**	**0.91%**	**0.00%**	**0.62%**	**10.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.53%	0.00%	0.00%	0.77%	45.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.18%	0.00%	0.00%	0.00%	17.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**0.00%**	**0.77%**	**62.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	2.29%	0.00%	0.00%	4.59%	13.89%	68.18%	1.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.35%	0.00%	0.00%	0.00%	2.10%	11.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.13%	0.00%	0.00%	0.00%	0.71%	4.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.77%**	**0.00%**	**0.00%**	**4.59%**	**16.70%**	**84.61%**	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.30%	0.00%	0.00%	0.00%	0.00%	1.47%	67.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	4.25%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	1.11%	0.00%
Others, Zone 6	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.14%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**72.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**16.08%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.33%	1.08%	0.00%	0.00%	0.00%	0.00%	0.00%	10.91%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	2.27%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	47.52%	2.37%	46.42%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.04%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.63%**	**1.08%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**58.43%**	**2.94%**	**48.43%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	18.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.77%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.34%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.74%**	**0.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**29.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**5.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.00%	33.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.73%**	**0.00%**	**0.66%**	**0.00%**	**33.67%**	**0.00%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.89%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	52.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	9.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	2.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.24%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.17%**	**64.48%**	**2.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	6.43%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%	0.88%	7.03%	83.00%	51.34%	0.88%	1.68%	1.02%	0.00%	0.00%		0.00%	1.53%	0.78%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.68%	5.60%	1.86%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	6.48%	3.26%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.40%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**0.60%**	**0.88%**	**12.71%**	**95.08%**	**56.46%**	**0.88%**	**1.68%**	**1.75%**	**0.00%**	**0.00%**		**0.00%**	**1.53%**	**0.78%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	16.03%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.75%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.01%**	**0.00%**	**17.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.75%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	2.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	1.63%	95.59%	26.23%	0.00%	0.00%	0.00%		0.00%	6.13%	1.79%	0.00%	0.00%
Others, Zone 13	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	1.32%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.91%**	**2.33%**	**96.91%**	**26.23%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.13%**	**1.79%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	64.28%	0.00%	0.00%	0.00%		0.00%	13.19%	0.00%	0.00%	0.00%
Others, Zone 14	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%		0.00%	3.94%	0.00%	0.00%	0.00%
Sub-total	**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**66.39%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.13%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	6.19%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.57%	0.00%	1.01%	0.65%	3.03%	0.00%	0.00%	65.45%	25.31%	4.61%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	4.47%	1.98%	0.78%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.78%**	**0.00%**	**0.00%**	**0.00%**	**0.94%**	**0.00%**	**0.00%**	**0.00%**	**0.57%**	**0.00%**	**1.01%**	**0.65%**	**5.78%**	**0.00%**	**0.00%**	**70.69%**	**27.29%**	**5.39%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	1.58%	0.00%	2.82%	0.00%	14.23%	2.94%	4.86%	0.00%	0.00%	0.00%	2.02%	0.00%	0.67%	0.00%	0.00%	4.79%	18.66%	0.00%		0.00%	1.07%	0.00%	0.79%	0.00%
Cuffley Village Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.76%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.65%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.10%**	**0.00%**	**2.82%**	**0.00%**	**14.23%**	**2.94%**	**4.86%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**0.67%**	**0.00%**	**0.00%**	**4.79%**	**36.07%**	**0.00%**		**0.00%**	**1.07%**	**0.00%**	**0.79%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%		0.00%	0.00%	0.00%	0.00%	0.56%
Harpenden Town Centre	4.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%	0.00%	11.49%	0.00%	87.15%		0.00%	0.00%	1.04%	0.00%	4.23%
Sub-total	**4.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.36%**	**0.00%**	**0.00%**	**11.49%**	**0.00%**	**92.27%**		**0.00%**	**0.00%**	**1.04%**	**0.00%**	**4.79%**
Total | Inner Study Area	**51.0%**	**96.5%**	**92.5%**	**96.2%**	**98.6%**	**93.4%**	**79.1%**	**95.5%**	**94.0%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**98.5%**	**94.3%**	**90.2%**	**79.4%**	**97.7%**		**12.6%**	**25.9%**	**4.4%**	**4.6%**	**4.8%**
Sub Total | Watford District	12.3%	91.2%	88.1%	48.0%	3.7%	1.8%	0.0%	34.5%	49.9%	10.3%	15.4%	0.0%	1.4%	0.7%	0.0%	0.0%	0.0%	0.0%		3.8%	0.0%	0.0%	1.9%	0.0%
Sub Total | Hertsmere District	6.5%	3.7%	0.0%	48.2%	79.7%	87.0%	74.2%	0.6%	10.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.5%	16.1%	0.0%		0.0%	0.0%	0.0%	1.9%	0.0%
Sub Total | Three Rivers Borough	6.2%	1.6%	1.1%	0.0%	0.0%	1.7%	0.0%	59.7%	32.7%	83.3%	65.5%	2.7%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%		8.8%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.9%	13.7%	96.0%	76.2%	97.8%	94.3%	1.8%	0.0%	0.0%		0.0%	24.8%	3.3%	0.0%	0.0%
Sub Total | St Albans City & District	13.5%	0.0%	2.8%	0.0%	15.2%	2.9%	4.9%	0.0%	0.6%	0.0%	3.0%	0.7%	7.8%	0.0%	0.0%	87.0%	63.4%	97.7%		0.0%	1.1%	1.0%	0.8%	4.8%

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	*Inner Study Area*	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.77%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	2.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.33%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	7.04%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		24.78%	0.00%	0.00%	20.22%	0.00%
Hatch End Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.25%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	3.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.95%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		9.99%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.89%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**76.53%**	**0.00%**	**0.00%**	**20.22%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.64%	0.00%	0.00%	0.00%		0.00%	45.88%	0.00%	0.00%	0.00%
Others, Zone 16	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.30%	0.00%	0.00%	0.00%
Sub-total	**1.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.66%**	**0.64%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**47.18%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	20.43%	0.00%	0.56%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	4.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.00%		0.00%	1.84%	46.17%	0.00%	0.00%
Others, Zone 17	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	11.08%	0.00%	0.00%
Sub-total	**6.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.84%**	**77.68%**	**0.00%**	**0.56%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	3.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Edgware District Centre	3.26%	0.00%	0.00%	2.25%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Stanmore District Centre	1.70%	0.00%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.29%	0.00%
Wealdstone Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.51%**	**0.00%**	**0.00%**	**2.25%**	**0.00%**	**1.78%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**51.52%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.09%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.09%**
Sub-total Study Area	**83.4%**	**96.5%**	**92.5%**	**99.2%**	**98.6%**	**95.2%**	**80.7%**	**95.5%**	**98.2%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**100.0%**	**94.9%**	**90.2%**	**79.4%**	**97.7%**		**89.2%**	**74.9%**	**82.0%**	**76.3%**	**8.4%**
Outside Study Area																								
Amersham Town Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%		0.00%	1.84%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.39%	0.00%	0.00%	0.00%		0.00%	16.92%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.70%	0.00%	0.53%	0.00%	0.00%	2.38%	0.00%	0.00%	0.57%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.05%	0.00%	5.93%	0.00%	0.00%	1.21%	0.00%	0.66%	0.00%	3.47%	0.00%	0.00%	7.76%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	8.71%	4.14%	0.00%
Chalfont St. Giles Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Colindale Local Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.62%	0.00%
Gerrards Cross Town Centre	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.78%	9.35%	0.00%		0.00%	0.00%	0.00%	3.26%	25.82%
Hatterswaay Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.12%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.02%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.44%	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.93%	0.00%	0.00%	1.02%	0.00%	0.00%		0.00%	0.00%	1.04%	0.00%	19.40%
Marlow Town Centre	0.14%	0.00%	0.00%	0.00%	0.71%	0.00%	8.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	1.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.43%	0.00%
Milton Keynes Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	4.14%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Roebuck Retail Park, London Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	1.21%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.95%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.51%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.87%	0.00%	0.00%	0.00%	0.00%	0.00%	9.91%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	5.57%	2.34%		0.00%	0.00%	0.00%	0.00%	37.62%
Others, outside study area	2.07%	1.29%	0.51%	0.77%	0.71%	0.00%	0.00%	0.62%	0.00%	0.88%	0.96%	0.00%	2.49%	0.00%	0.64%	0.00%	2.85%	0.00%		4.55%	3.15%	4.07%	1.93%	4.54%
Abroad	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**16.6%**	**3.5%**	**7.5%**	**0.8%**	**1.4%**	**4.8%**	**19.3%**	**4.5%**	**1.7%**	**5.5%**	**2.3%**	**0.7%**	**11.2%**	**0.0%**	**5.1%**	**9.8%**	**20.6%**	**2.3%**		**10.9%**	**25.1%**	**18.0%**	**23.7%**	**91.6%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Watford BC Zone 1 Chemist (£m)	Watford BC Zone 2 Chemist (£m)	Hertsmere BC Zone 3 Chemist (£m)	Hertsmere BC Zone 4 Chemist (£m)	Hertsmere BC Zone 5 Chemist (£m)	Hertsmere BC Zone 6 Chemist (£m)	Three Rivers DC Zone 7 Chemist (£m)	Three Rivers DC Zone 8 Chemist (£m)	Three Rivers DC Zone 9 Chemist (£m)	Three Rivers DC Zone 10 Chemist (£m)	Dacorum BC Zone 11 Chemist (£m)	Dacorum BC Zone 12 Chemist (£m)	Dacorum BC Zone 13 Chemist (£m)	Dacorum BC Zone 14 Chemist (£m)	St Albans DC Zone 18 Chemist (£m)	St Albans DC Zone 19 Chemist (£m)	St Albans DC Zone 21 Chemist (£m)	Inner Study Area	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£1.0**	£0.6	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£17.8**	£6.4	£4.9	£1.2	£0.1	£0.1	£0.0	£1.1	£2.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£16.6***	£0.8	£0.0	£0.0	£0.4	£0.0
Others, Zone 1	**£0.4**	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.3**	**£7.3**	**£5.0**	**£1.4**	**£0.1**	**£0.1**	**£0.0**	**£1.3**	**£2.0**	**£0.3**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£18.1***	**£0.8**	**£0.0**	**£0.0**	**£0.4**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.6**	£0.3	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.3**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£3.7**	£0.0	£0.0	£0.1	£0.3	£3.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.6***	£0.0	£0.0	£0.0	£0.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.5**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£4.3***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.7***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.2	£0.0
Others, Zone 6	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£2.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.5**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.3***	£0.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.1**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.9***	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£1.2	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£9.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£6.4	£2.5	£0.0	£0.0	£0.1	£0.0	£0.0	***£9.4***	£0.0	£0.1	£0.1	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£7.3**	**£2.7**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£10.9***	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.1	£0.0	£0.0
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.8	£0.6	£0.0	£0.0	£0.0	***£4.5***	£0.0	£0.4	£0.2	£0.0	£0.0
Others, Zone 13	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£3.8**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	***£4.6***	**£0.0**	**£0.4**	**£0.2**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.8	£0.0	£0.0	£0.0
Others, Zone 14	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	***£1.5***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£10.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£8.6	£1.3	£0.2	***£10.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£9.3**	**£1.4**	**£0.3**	***£11.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.7**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.9	£0.0	***£2.4***	£0.0	£0.1	£0.0	£0.2	£0.0
Cuffley Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.0**	**£0.2**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£1.8**	**£0.0**	***£3.3***	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.5	£0.0	£4.4	***£6.0***	£0.0	£0.0	£0.1	£0.0	£0.3
Sub-total	**£6.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£4.7**	***£6.3***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**
Total | Inner Study Area	**£83.4**	**£7.7**	**£5.5**	**£2.9**	**£2.0**	**£4.1**	**£2.8**	**£3.7**	**£3.8**	**£2.7**	**£3.4**	**£7.6**	**£4.3**	**£3.9**	**£2.1**	**£11.9**	**£4.0**	**£5.0**	***£77.4***	**£2.7**	**£1.5**	**£0.5**	**£0.9**	**£0.3**
Sub Total | Watford District	**£19.6**	£7.3	£5.2	£1.4	£0.1	£0.1	£0.0	£1.3	£2.0	£0.3	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£18.4***	£0.8	£0.0	£0.0	£0.4	£0.0
Sub Total | Hertsmere District	**£11.7**	£0.3	£0.0	£1.4	£1.6	£3.8	£2.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	***£11.3***	£0.0	£0.0	£0.0	£0.4	£0.0
Sub Total | Three Rivers Borough	**£10.8**	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£2.3	£1.3	£2.4	£2.3	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.9***	£1.9	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£19.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£7.4	£3.7	£3.9	£2.1	£0.2	£0.0	£0.0	***£17.9***	£0.0	£1.5	£0.4	£0.0	£0.0
Sub Total | St Albans City & District	**£21.6**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£11.5	£3.2	£5.0	***£21.0***	£0.0	£0.1	£0.1	£0.2	£0.3

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)	Zone 14 Chemist (£m)	Zone 18 Chemist (£m)	Zone 19 Chemist (£m)	Zone 21 Chemist (£m)	*Inner Study Area*	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.3	£0.0	£0.0	£4.2	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.7	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£20.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£16.4**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£2.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£2.8**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.5	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£5.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£5.8	£0.0	£0.0
Others, Zone 17	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.4	£0.0	£0.0
Sub-total	**£9.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.1**	**£9.7**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£4.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Edgware District Centre	**£4.2**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Wealdstone Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.4	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.8**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Sub-total Study Area	**£127.8**	**£7.7**	**£5.5**	**£3.0**	**£2.0**	**£4.2**	**£2.8**	**£3.7**	**£4.0**	**£2.7**	**£3.4**	**£7.6**	**£4.3**	**£4.0**	**£2.1**	**£11.9**	**£4.0**	**£5.0**	***£77.8***	**£19.1**	**£4.4**	**£10.2**	**£15.7**	**£0.6**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.7	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.9**	£0.0	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£1.1	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.2	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.3	£0.0
Gerrards Cross Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.5	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.7	£1.7
Hattersway Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.8**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.4***	£0.0	£0.0	£0.1	£0.0	£1.3
Marlow Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.7	£0.0
Milton Keynes Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.5	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.1
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.1	***£1.2***	£0.0	£0.0	£0.0	£0.0	£2.5
Others, outside study area	**£2.9**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.5***	£1.0	£0.2	£0.5	£0.4	£0.3
Abroad	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£22.2**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.2**	**£0.7**	**£0.2**	**£0.1**	**£0.2**	**£0.1**	**£0.1**	**£0.5**	**£0.0**	**£0.1**	**£1.3**	**£1.0**	**£0.1**	***£5.3***	**£2.3**	**£1.5**	**£2.2**	**£4.9**	**£6.0**
Total (rounded)	**£150.0**	**£8.0**	**£5.9**	**£3.0**	**£2.0**	**£4.4**	**£3.5**	**£3.9**	**£4.1**	**£2.9**	**£3.4**	**£7.7**	**£4.9**	**£4.0**	**£2.2**	**£13.2**	**£5.0**	**£5.1**	***£83.1***	**£21.4**	**£5.9**	**£12.5**	**£20.6**	**£6.6**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
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Table 19: Large electrical goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination *Study Area*	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.66%	2.65%	3.75%	2.53%	5.96%	1.42%	0.00%	2.17%	0.81%	4.87%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.67%	8.83%	7.53%	10.38%	2.32%	0.00%	1.05%	1.48%	3.15%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		2.83%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	5.50%	36.58%	15.55%	16.50%	6.44%	8.92%	1.05%	11.69%	16.02%	15.63%	1.66%	0.00%	1.84%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	0.00%	6.07%	0.00%
Watford Town Centre	25.20%	50.13%	54.55%	66.94%	38.18%	27.82%	1.46%	66.47%	67.07%	34.57%	31.75%	15.94%	9.70%	26.57%	8.93%	15.58%	2.53%	1.61%		30.14%	8.59%	0.00%	32.16%	0.00%
Others, Zone 1	0.46%	1.06%	0.90%	0.00%	0.00%	0.00%	0.00%	2.96%	2.61%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Sub-total	**33.49%**	**99.24%**	**82.28%**	**96.34%**	**52.90%**	**38.15%**	**3.56%**	**84.78%**	**89.66%**	**58.17%**	**33.41%**	**15.94%**	**11.54%**	**26.57%**	**8.93%**	**20.04%**	**2.53%**	**1.61%**		**34.16%**	**8.59%**	**0.00%**	**38.23%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.09%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**0.00%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.18%	0.00%	0.00%	1.20%	13.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.51%	0.00%	0.00%	1.26%	6.77%	1.49%	0.00%	1.06%	2.38%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.65%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**2.46%**	**20.32%**	**1.49%**	**0.00%**	**1.06%**	**2.38%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.65%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.29%	0.00%	0.00%	1.20%	10.04%	23.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.12%	0.00%	0.00%	0.00%	0.00%	2.90%	2.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.52%	0.00%	0.00%	0.00%	0.00%	10.24%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.93%**	**0.00%**	**0.00%**	**1.20%**	**10.04%**	**36.87%**	**3.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.35%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	20.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.32%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.89%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.32%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.06%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**8.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.77%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	28.51%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	1.19%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**1.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**0.00%**	**29.70%**	**1.19%**	**1.14%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	9.35%	20.11%	16.07%	11.68%	1.51%	7.50%	0.00%	2.26%		0.00%	4.44%	1.20%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	4.80%	21.40%	59.84%	62.65%	29.50%	10.88%	1.53%	0.00%	1.61%		0.00%	17.82%	0.00%	0.00%	0.00%
Others, Zone 11	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.80%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**6.13%**	**30.75%**	**81.62%**	**78.72%**	**41.18%**	**12.39%**	**9.03%**	**0.00%**	**3.87%**		**0.00%**	**22.26%**	**1.20%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.29%	4.32%	0.00%	0.00%	0.00%		0.00%	1.56%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.29%**	**4.32%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.56%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.36%	0.00%	0.00%	0.00%		0.00%	2.96%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.96%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.57%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.35%	0.00%	1.27%	0.00%	1.62%	3.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.21%	19.39%	6.61%		0.00%	0.00%	0.00%	0.00%	0.99%
Others, Zone 18	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.89%**	**0.00%**	**1.27%**	**0.00%**	**1.62%**	**3.40%**	**1.46%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**26.78%**	**20.63%**	**8.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.33%	0.00%	0.95%	0.00%	3.13%	0.00%	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	3.70%	2.26%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.43%**	**0.00%**	**0.95%**	**0.00%**	**3.13%**	**0.00%**	**2.10%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**1.46%**	**3.70%**	**2.26%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.00%	6.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.48%**	**0.00%**	**8.38%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**87.3%**	**100.0%**	**88.0%**	**79.9%**	**33.6%**	**90.2%**	**92.0%**	**79.8%**	**95.0%**	**98.8%**	**92.5%**	**87.9%**	**35.5%**	**59.8%**	**30.2%**	**24.4%**		**35.8%**	**35.4%**	**1.2%**	**42.6%**	**1.0%**
Sub Total | Watford District	33.6%	99.2%	83.2%	96.3%	52.9%	38.1%	3.6%	85.9%	89.7%	58.2%	34.6%	15.9%	11.5%	26.6%	8.9%	20.0%	2.5%	1.6%		34.2%	8.6%	0.0%	38.2%	0.0%
Sub Total | Hertsmere District	3.1%	0.0%	0.0%	3.7%	30.4%	38.4%	26.5%	1.1%	2.4%	1.8%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	3.3%	0.0%		1.7%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	1.1%	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	13.7%	29.7%	1.2%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	6.1%	30.7%	81.6%	78.7%	58.5%	26.6%	9.0%	0.0%	3.9%		0.0%	26.8%	1.2%	0.0%	0.0%
Sub Total | St Albans City & District	3.7%	0.0%	2.2%	0.0%	4.7%	3.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	30.7%	24.3%	18.9%		0.0%	0.0%	0.0%	0.0%	1.0%

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.78%	0.00%	0.00%	18.76%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.23%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.42%**	**0.00%**	**0.00%**	**7.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**24.19%**	**0.00%**	**0.00%**	**18.76%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.53%	0.00%	0.00%	1.84%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	10.51%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.53%**	**0.00%**	**0.00%**	**1.84%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**10.51%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	9.28%	0.00%	5.06%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	6.15%	0.00%	0.00%
Others, Zone 17	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.53%	0.00%	0.00%
Sub-total	**2.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.07%**	**18.97%**	**0.00%**	**5.06%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.27%	0.00%	0.00%	0.00%	0.00%	1.42%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Edgware District Centre	0.74%	0.00%	0.90%	0.00%	0.00%	7.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stanmore District Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Wealdstone Local Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.44%**	**0.00%**	**0.90%**	**0.00%**	**0.00%**	**8.49%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.90%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%		0.00%	0.00%	0.00%	0.00%	8.17%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.22%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.16%**
Sub-total Study Area	**63.8%**	**100.0%**	**88.2%**	**100.0%**	**88.0%**	**89.8%**	**34.7%**	**90.2%**	**99.2%**	**82.3%**	**95.0%**	**98.8%**	**94.4%**	**87.9%**	**37.0%**	**59.8%**	**30.2%**	**27.6%**		**60.0%**	**47.9%**	**20.2%**	**68.2%**	**15.2%**
Outside Study Area																								
Amersham Town Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	9.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.75%	1.46%	0.00%	0.00%		0.00%	14.93%	2.73%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	3.54%	0.00%	0.00%	0.00%	2.38%	4.39%	2.09%	0.00%	0.00%	0.00%	1.66%	0.00%	0.00%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	1.20%	18.61%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.63%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.92%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	1.33%	1.66%	0.00%	0.00%	1.64%	2.02%	6.04%	2.59%	0.00%		5.20%	1.56%	0.00%	2.62%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	26.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.09%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	13.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	11.26%	1.69%		0.00%	0.00%	0.00%	0.00%	6.05%
Hattersway Retail Park, Chaul End Lane, Luton	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.05%	0.00%	6.66%		0.00%	0.00%	0.00%	0.00%	6.84%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	2.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.38%	0.81%	8.60%	1.66%	0.00%	0.00%	4.82%	4.46%	0.00%	0.00%	0.00%		9.84%	12.06%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Ikea, Drury Way, North Circular Road, Wembley	0.44%	0.00%	11.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	1.18%	0.00%	2.48%	0.00%	4.42%		0.00%	0.00%	5.47%	0.00%	8.91%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	26.26%	0.00%	0.00%	0.00%		0.00%	6.59%	60.35%	0.00%	0.99%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.14%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.97%
Others, Aylesbury	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	1.20%	0.00%	0.00%
Others, Enfield	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.48%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.07%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	9.17%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.69%	0.00%		0.00%	0.00%	0.00%	0.00%	1.67%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.13%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	6.81%	0.00%	0.00%	0.00%	4.81%	1.42%	17.69%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	21.11%	37.85%	57.90%		0.00%	0.00%	0.00%	0.00%	36.69%
Others, outside study area	4.12%	0.00%	0.00%	0.00%	0.00%	0.00%	4.24%	0.00%	0.00%	6.49%	0.00%	1.25%	2.28%	1.64%	9.49%	0.00%	4.19%	0.00%		2.83%	0.00%	7.75%	10.53%	11.51%
Abroad	0.19%	0.00%	0.00%	0.00%	4.80%	1.42%	0.00%	4.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**36.2%**	**0.0%**	**11.8%**	**0.0%**	**12.0%**	**10.2%**	**65.3%**	**9.8%**	**0.8%**	**17.7%**	**5.0%**	**1.3%**	**5.6%**	**12.2%**	**63.0%**	**40.2%**	**69.8%**	**72.4%**		**40.0%**	**52.1%**	**79.8%**	**31.8%**	**84.8%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 20: Large electrical goods expenditure

Destination	Total Electrical (£m)	Watford BC Zone 1 Electrical (£m)	Watford BC Zone 2 Electrical (£m)	Hertsmere BC Zone 3 Electrical (£m)	Hertsmere BC Zone 4 Electrical (£m)	Hertsmere BC Zone 5 Electrical (£m)	Hertsmere BC Zone 6 Electrical (£m)	Three Rivers DC Zone 7 Electrical (£m)	Three Rivers DC Zone 8 Electrical (£m)	Three Rivers DC Zone 9 Electrical (£m)	Three Rivers DC Zone 10 Electrical (£m)	Dacorum BC Zone 11 Electrical (£m)	Dacorum BC Zone 12 Electrical (£m)	Dacorum BC Zone 13 Electrical (£m)	Dacorum BC Zone 14 Electrical (£m)	St Albans DC Zone 18 Electrical (£m)	St Albans DC Zone 19 Electrical (£m)	St Albans DC Zone 21 Electrical (£m)	Inner Study Area	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
Study Area																									
Zone 1 | Watford South																									
Colne Valley Retail Park, Lower High Street, Watford	**£2.4**	£0.4	£0.5	£0.1	£0.3	£0.1	£0.0	£0.2	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£2.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£5.9**	£1.3	£1.0	£0.6	£0.1	£0.0	£0.1	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£4.0***	£1.9	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£17.7**	£5.6	£2.0	£1.0	£0.3	£0.9	£0.1	£0.9	£1.7	£0.9	£0.1	£0.0	£0.2	£0.0	£0.0	£0.4	£0.0	£0.0	***£14.0***	£0.0	£0.0	£0.0	£3.7	£0.0
Watford Town Centre	**£92.1**	£7.6	£7.0	£3.9	£1.6	£2.8	£0.1	£5.1	£6.9	£2.1	£2.2	£2.7	£1.1	£2.1	£0.4	£4.1	£0.3	£0.2	***£50.3***	£20.2	£1.9	£0.0	£19.8	£0.0
Others, Zone 1	**£1.7**	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.8	£0.0	£0.0	£0.0	£0.0
Sub-total	**£119.7**	**£15.1**	**£10.5**	**£5.7**	**£2.3**	**£3.8**	**£0.2**	**£6.5**	**£9.3**	**£3.5**	**£2.4**	**£2.7**	**£1.3**	**£2.1**	**£0.4**	**£5.3**	**£0.3**	**£0.2**	***£71.5***	**£22.8**	**£1.9**	**£0.0**	**£23.5**	**£0.0**
Zone 2 | Watford North																									
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																									
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.8**	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.0**	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.1**	**£0.9**	**£0.1**	**£0.0**	**£0.1**	**£0.2**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																									
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																									
Borehamwood Town Centre	**£4.7**	£0.0	£0.0	£0.1	£0.4	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.9***	£0.0	£0.0	£0.0	£1.9	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.1**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£3.7**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.4***	**£0.0**	**£0.0**	**£0.0**	**£2.7**	**£0.0**
Zone 6 | Potters Bar																									
Potters Bar Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																									
Croxley Green Local Centre	**£0.2**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																									
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																									
Chorleywood Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																									
Abbots Langley Village Centre	**£2.5**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																									
Hemel Hempstead Town Centre	**£10.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£3.4	£1.8	£0.9	£0.1	£2.0	£0.0	£0.2	***£9.2***	£0.0	£1.0	£0.4	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£26.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£1.5	£10.2	£7.1	£2.3	£0.5	£0.4	£0.0	£0.2	***£22.6***	£0.0	£3.9	£0.0	£0.0	£0.0
Others, Zone 11	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£37.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.4**	**£2.2**	**£14.0**	**£8.9**	**£3.2**	**£0.6**	**£2.4**	**£0.0**	**£0.4**	***£32.1***	**£0.0**	**£4.9**	**£0.4**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																									
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																									
Berkhamsted Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.2	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£1.6***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																									
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.6	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																									
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.2	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£8.8**	£0.0	£0.2	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£2.0	£0.7	***£8.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£7.1**	**£2.2**	**£0.9**	***£10.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Zone 19 | London Colney Fringe																									
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.1**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.4	£0.2	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.4**	**£0.4**	**£0.2**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 21 | Harpenden																									
Wheathampstead Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.9**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£190.1**	**£15.2**	**£11.2**	**£5.9**	**£3.8**	**£7.9**	**£2.3**	**£6.9**	**£9.5**	**£4.7**	**£6.7**	**£16.9**	**£10.4**	**£6.9**	**£1.7**	**£15.9**	**£3.2**	**£2.5**	***£131.7***	**£23.9**	**£7.7**	**£0.4**	**£26.2**	**£0.2**
Sub Total | Watford District	**£120.0**	£15.1	£10.7	£5.7	£2.3	£3.8	£0.2	£6.6	£9.3	£3.5	£2.4	£2.7	£1.3	£2.1	£0.4	£5.3	£0.3	£0.2	***£71.8***	£22.8	£1.9	£0.0	£23.5	£0.0
Sub Total | Hertsmere District	**£11.8**	£0.0	£0.0	£0.2	£1.3	£3.8	£1.8	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	***£8.1***	£1.1	£0.0	£0.0	£2.7	£0.0
Sub Total | Three Rivers Borough	**£3.9**	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8	£2.1	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£3.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£40.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.2	£14.0	£8.9	£4.6	£1.2	£2.4	£0.0	£0.4	***£34.1***	£0.0	£5.9	£0.4	£0.0	£0.0
Sub Total | St Albans City & District	**£14.0**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£8.2	£2.5	£1.9	***£13.9***	£0.0	£0.0	£0.0	£0.0	£0.2

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)	Zone 18 Electrical (£m)	Zone 19 Electrical (£m)	Zone 21 Electrical (£m)	*Inner Study Area*	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£15.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.2	£0.0	£0.0	£11.5	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£12.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£28.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£16.2**	**£0.0**	**£0.0**	**£11.5**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£3.0	£0.0	£0.8
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£2.0	£0.0	£0.0
Others, Zone 17	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.1	£0.0	£0.0
Sub-total	**£7.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.5**	**£6.1**	**£0.0**	**£0.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.8	£0.0
Edgware District Centre	**£2.7**	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£1.9	£0.0
Stanmore District Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Wealdstone Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£1.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£235.8**	**£15.2**	**£11.3**	**£5.9**	**£3.8**	**£8.9**	**£2.4**	**£6.9**	**£10.3**	**£4.9**	**£6.7**	**£16.9**	**£10.6**	**£6.9**	**£1.7**	**£15.9**	**£3.2**	**£2.8**	***£134.3***	**£40.1**	**£10.5**	**£6.4**	**£41.9**	**£2.5**
Outside Study Area																								
Amersham Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£2.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.4	£0.0	£0.0	***£1.4***	£0.0	£3.3	£0.9	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£13.0**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.4	£11.4	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£7.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.1	£1.6	£0.3	£0.0	***£2.4***	£3.5	£0.3	£0.0	£1.6	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.2	£0.2	***£3.0***	£0.0	£0.0	£0.0	£0.0	£1.0
Hatterswaty Retail Park, Chaul End Lane, Luton	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.7	***£1.2***	£0.0	£0.0	£0.0	£0.0	£1.1
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£10.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.5	£0.1	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	***£1.6***	£6.6	£2.6	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£1.5**	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.7	£0.0	£0.5	***£1.3***	£0.0	£0.0	£1.7	£0.0	£1.5
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£22.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£0.0	***£1.5***	£0.0	£1.4	£19.3	£0.0	£0.2
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.3
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£0.4	£0.0	£0.0
Others, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.2	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Roebuck Retail Park, London Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.3
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£13.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£13.5	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£23.4**	£0.0	£0.0	£0.0	£0.2	£0.1	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£5.6	£4.0	£6.0	***£17.4***	£0.0	£0.0	£0.0	£0.0	£6.0
Others, outside study area	**£14.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.2	£0.3	£0.1	£0.4	£0.0	£0.4	£0.0	***£2.2***	£1.9	£0.0	£2.5	£6.5	£1.9
Abroad	**£0.7**	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£137.0**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£1.0**	**£4.5**	**£0.7**	**£0.1**	**£1.1**	**£0.4**	**£0.2**	**£0.6**	**£1.0**	**£2.9**	**£10.7**	**£7.3**	**£7.4**	***£40.0***	**£26.8**	**£11.4**	**£25.5**	**£19.5**	**£13.9**
Total (rounded)	**£372.9**	**£15.2**	**£12.8**	**£5.9**	**£4.3**	**£9.9**	**£6.9**	**£7.6**	**£10.3**	**£6.0**	**£7.1**	**£17.1**	**£11.3**	**£7.8**	**£4.7**	**£26.6**	**£10.5**	**£10.3**	***£174.3***	**£66.9**	**£21.9**	**£31.9**	**£61.4**	**£16.4**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 21: DIY goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21		Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)		DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	0.34%	0.60%	1.58%	1.61%	3.23%	0.00%	0.00%	1.63%	3.78%	1.48%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.29%	2.35%	7.82%	3.21%	0.00%	0.00%	0.00%	0.83%	0.77%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%		3.33%	0.00%	0.00%	1.32%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	12.21%	51.88%	50.77%	35.34%	25.97%	11.19%	0.00%	74.36%	60.15%	39.45%	9.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.43%	1.50%	0.00%	8.94%	0.00%
Watford Town Centre	5.21%	28.85%	31.46%	33.52%	21.50%	3.91%	0.00%	9.30%	22.15%	5.05%	5.58%	0.83%	0.00%	0.88%	0.79%	0.00%	0.00%	0.00%	2.98%	0.00%	0.00%	0.00%	0.00%
Others, Zone 1	0.05%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**19.10%**	**83.66%**	**91.63%**	**73.68%**	**50.69%**	**16.27%**	**0.00%**	**86.11%**	**86.84%**	**47.20%**	**17.11%**	**0.83%**	**0.00%**	**0.88%**	**0.79%**	**0.77%**	**0.00%**	**0.00%**	**11.73%**	**1.50%**	**0.00%**	**10.26%**	**0.00%**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.75%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.08%	0.00%	0.00%	1.57%	1.60%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**1.57%**	**1.60%**	**0.00%**	**0.00%**	**1.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.75%**	**0.00%**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.22%	0.00%	0.00%	5.01%	3.23%	0.00%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.34%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.88%	0.00%	0.00%	1.32%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**5.77%**	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.81%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	0.04%	0.00%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	1.62%	0.00%	0.00%	0.00%	13.89%	30.75%	8.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	3.76%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	1.11%	0.00%	0.00%	9.73%	13.41%	16.12%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.22%	0.00%	0.00%	0.00%	0.78%	7.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.94%**	**0.00%**	**0.00%**	**9.73%**	**28.08%**	**54.60%**	**10.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.33%**	**0.00%**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	0.96%	0.00%	0.00%	0.00%	0.00%	1.12%	26.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.52%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.12%**	**28.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.51%**	**0.00%**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.52%	1.02%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.46%	6.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Sub-total	**0.80%**	**6.62%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.31%**	**1.02%**	**3.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	25.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**25.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	0.23%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	9.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.39%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	9.38%	1.58%	0.78%	1.84%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.65%**	**0.60%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**1.74%**	**20.13%**	**1.58%**	**0.78%**	**1.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	3.42%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.13%	10.91%	38.08%	13.97%	12.02%	1.89%	0.00%	0.00%	2.31%	0.00%	5.88%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.67%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	1.74%	37.34%	47.83%	63.39%	26.05%	10.36%	1.08%	0.00%	1.93%	0.00%	4.06%	0.00%	0.00%	0.00%
Others, Zone 11	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	1.02%	4.88%	3.28%	11.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%
Sub-total	**10.83%**	**0.00%**	**2.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.90%**	**0.00%**	**4.79%**	**49.27%**	**90.78%**	**80.64%**	**49.51%**	**12.25%**	**1.08%**	**0.00%**	**4.24%**	**0.00%**	**9.95%**	**1.42%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	30.62%	3.81%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**30.62%**	**3.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																							
Tring Town Centre	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	48.13%	0.00%	0.00%	0.00%	0.00%	5.40%	2.03%	0.00%	0.00%
Others, Zone 14	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.78%	0.92%	6.68%	0.00%	0.00%	0.00%	0.00%	1.50%	1.02%	0.00%	0.00%
Sub-total	**1.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.78%**	**1.80%**	**54.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.90%**	**3.05%**	**0.00%**	**0.00%**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	4.67%	0.00%	1.55%	0.00%	1.91%	0.00%	8.12%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	35.97%	4.63%	22.06%	0.00%	0.00%	0.00%	0.00%	2.24%
St. Albans City Centre	7.13%	9.12%	0.00%	0.00%	6.74%	12.70%	4.62%	0.00%	0.00%	0.00%	3.50%	0.83%	2.74%	0.00%	0.00%	45.83%	26.39%	14.19%	0.00%	0.00%	0.00%	1.32%	2.27%
Others, Zone 18	0.62%	0.00%	0.79%	0.00%	0.00%	3.91%	4.90%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	11.81%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.42%**	**9.12%**	**2.34%**	**0.00%**	**8.66%**	**16.60%**	**17.63%**	**0.00%**	**0.73%**	**0.00%**	**4.52%**	**0.83%**	**2.74%**	**0.00%**	**0.00%**	**81.80%**	**42.83%**	**37.18%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**4.51%**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.20%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	2.26%	0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.10%	0.00%	0.00%	0.00%	1.09%	1.12%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.39%**	**0.00%**	**0.00%**	**1.07%**	**1.09%**	**1.12%**	**1.95%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**4.11%**	**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	5.13%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**5.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**97.4%**	**91.8%**	**96.5%**	**89.7%**	**58.0%**	**97.5%**	**95.3%**	**83.5%**	**93.2%**	**94.0%**	**85.8%**	**84.6%**	**71.7%**	**87.5%**	**54.1%**	**49.8%**	**12.6%**	**22.4%**	**4.5%**	**24.5%**	**4.5%**
Sub Total | Watford District	19.4%	83.7%	91.6%	75.2%	52.3%	16.3%	0.0%	87.7%	86.8%	47.2%	17.1%	0.8%	0.0%	0.9%	0.8%	0.8%	0.0%	0.0%	11.7%	1.5%	0.0%	12.0%	0.0%
Sub Total | Hertsmere District	4.6%	0.0%	0.0%	15.5%	34.5%	55.7%	38.4%	0.0%	0.8%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.7%	1.0%	0.9%	0.0%	0.0%	11.2%	0.0%
Sub Total | Three Rivers Borough	2.1%	7.2%	0.8%	0.0%	0.0%	0.0%	0.0%	7.9%	7.0%	30.1%	20.1%	1.6%	0.8%	1.8%	0.0%	1.5%	2.5%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.9%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	4.8%	50.3%	90.8%	82.2%	81.9%	70.9%	1.1%	0.0%	4.2%	0.0%	19.8%	4.5%	0.0%	0.0%
Sub Total | St Albans City & District	13.1%	9.1%	2.3%	1.1%	9.7%	17.7%	19.6%	0.0%	0.7%	0.0%	5.6%	0.8%	2.7%	0.0%	0.0%	83.3%	46.9%	44.6%	0.0%	0.0%	0.0%	1.3%	4.5%

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)	Zone 18 DIY (%)	Zone 19 DIY (%)	Zone 21 DIY (%)	*Inner Study Area*	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 20 (%)	Zone 22 (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	3.50%	0.00%	0.00%	4.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.02%	0.00%	0.00%	22.71%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.36%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.96%	7.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.84%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.38%**	**0.00%**	**0.00%**	**4.21%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.96%**	**7.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	***0.00%***	**19.22%**	**0.00%**	**0.00%**	**22.71%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	28.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Sub-total	**1.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**30.22%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.15%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	25.51%	0.00%	0.00%
Leighton Buzzard Town Centre	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	31.99%	0.00%	0.00%
Others, Zone 17	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.15%	0.00%	0.00%
Sub-total	**5.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**3.48%**	**1.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**1.50%**	**66.80%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.32%	0.00%
Edgware District Centre	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.26%	0.00%
Stanmore District Centre	0.52%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.92%	0.00%	0.00%	2.51%	0.00%
Wealdstone Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.23%	0.00%	0.00%	15.58%	0.00%
Sub-total	**3.59%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**4.23%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**2.15%**	**0.00%**	**0.00%**	**23.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	0.00%	23.31%		0.00%	0.00%	0.00%	0.00%	7.39%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	1.32%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.35%**	**0.00%**	**24.63%**	***0.00%***	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.39%**
Sub-total Study Area	**70.8%**	**100.0%**	**97.4%**	**99.2%**	**96.5%**	**89.7%**	**62.2%**	**98.3%**	**100.0%**	**90.7%**	**93.2%**	**95.6%**	**89.2%**	**85.9%**	**72.4%**	**95.0%**	**54.1%**	**74.4%**	***0.0%***	**34.0%**	**54.1%**	**71.3%**	**70.9%**	**11.9%**
Outside Study Area																								
Amersham Town Centre	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.66%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.62%	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.83%	0.82%	0.92%	24.33%	0.00%	0.00%	0.00%		0.00%	30.77%	1.07%	0.00%	0.00%
Beaconsfield Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	0.70%	0.00%	0.00%	0.00%	0.00%	5.78%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	10.21%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Chalfont St. Giles Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Colindale Local Centre	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.32%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	12.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.95%	13.40%	2.26%		0.00%	0.00%	0.00%	0.00%	14.25%
Hatterssway Retail Park, Chaul End Lane, Luton	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	7.19%		0.00%	0.00%	0.00%	0.00%	10.96%
Hertford City Centre	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Ikea, Drury Way, North Circular Road, Wembley	0.07%	0.00%	1.06%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.87%		0.00%	0.00%	3.51%	0.00%	7.80%
Marlow Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Milton Keynes Town Centre	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%		0.00%	0.00%	10.17%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.42%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Others, Aylesbury	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.82%	0.00%	0.00%	0.00%		0.00%	1.81%	0.00%	0.00%	0.00%
Others, Enfield	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	6.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	2.11%	0.00%		0.00%	0.00%	0.00%	1.25%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.99%		0.00%	0.00%	0.00%	0.00%	5.74%
Roebuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%	0.94%		0.00%	0.00%	0.00%	0.00%	1.78%
The Galleria Outlet, Comet Way, Hatfield	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.81%		0.00%	0.00%	0.00%	1.75%	4.27%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.93%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.56%	0.00%	0.00%	0.00%	1.60%	0.00%	3.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.00%	7.76%	2.64%		0.00%	0.00%	0.00%	1.25%	30.59%
Others, outside study area	11.82%	0.00%	1.58%	0.80%	1.91%	3.34%	7.47%	0.00%	0.00%	0.87%	5.83%	1.89%	9.12%	0.00%	1.58%	0.00%	15.62%	1.88%		41.48%	7.74%	11.54%	14.91%	10.52%
Abroad	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.02%	0.00%	0.91%
Sub Total outside Study Area	**29.2%**	**0.0%**	**2.6%**	**0.8%**	**3.5%**	**10.3%**	**37.8%**	**1.7%**	**0.0%**	**9.3%**	**6.8%**	**4.4%**	**10.8%**	**14.1%**	**27.5%**	**5.0%**	**45.9%**	**25.6%**		**66.0%**	**45.9%**	**28.7%**	**29.1%**	**88.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 22: DIY goods expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)	Zone 14 DIY (£m)	Zone 18 DIY (£m)	Zone 19 DIY (£m)	Zone 21 DIY (£m)	Inner Study Area	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£1.0**	£0.1	£0.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£3.4**	£0.3	£0.7	£0.2	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£1.5***	£1.4	£0.0	£0.0	£0.5	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£32.2**	£6.1	£4.5	£1.8	£1.0	£0.8	£0.0	£4.9	£4.7	£2.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£26.5***	£2.3	£0.2	£0.0	£3.2	£0.0
Watford Town Centre	**£13.4**	£3.4	£2.8	£1.7	£0.8	£0.3	£0.0	£0.6	£1.7	£0.3	£0.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£12.2***	£1.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 1	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£50.1**	**£9.8**	**£8.2**	**£3.7**	**£2.0**	**£1.1**	**£0.0**	**£5.7**	**£6.8**	**£2.5**	**£1.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£41.3***	**£5.0**	**£0.2**	**£0.0**	**£3.7**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.6	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.6**	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.4	£0.0	£0.0	£0.5	£0.0
Sub-total	**£1.6**	**£0.0**	**£0.0**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£0.7***	**£0.4**	**£0.0**	**£0.0**	**£0.5**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.5	£2.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£3.2***	£0.0	£0.0	£0.0	£1.4	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£3.2**	£0.0	£0.0	£0.5	£0.5	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.0**	**£0.5**	**£1.1**	**£3.8**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	***£6.0***	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.9***	£0.0	£0.0	£0.0	£1.3	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£1.0**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.7**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£1.1**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.8**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£1.2**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£8.5**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£4.5	£1.1	£0.8	£0.1	£0.0	£0.0	£0.2	***£7.8***	£0.0	£0.7	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£16.4**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£2.2	£5.7	£5.2	£1.8	£0.4	£0.3	£0.0	£0.2	***£15.9***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 11	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.3	£0.0	£0.0
Sub-total	**£27.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£2.9**	**£10.8**	**£6.6**	**£3.4**	**£0.5**	**£0.3**	**£0.0**	**£0.4**	***£25.5***	**£0.0**	**£1.2**	**£0.3**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.1	£0.1	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.3***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.6	£0.4	£0.0	£0.0
Others, Zone 14	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£2.0**	**£0.0**	**£0.0**	**£0.0**	***£2.2***	**£0.0**	**£0.8**	**£0.6**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£11.9**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4	£0.4	£2.1	***£11.6***	£0.0	£0.0	£0.0	£0.0	£0.3
St. Albans City Centre	**£18.2**	£1.1	£0.0	£0.0	£0.3	£0.9	£0.3	£0.0	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£10.7	£2.4	£1.3	***£17.4***	£0.0	£0.0	£0.0	£0.5	£0.3
Others, Zone 18	**£1.8**	£0.0	£0.1	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£31.9**	**£1.1**	**£0.2**	**£0.0**	**£0.3**	**£1.1**	**£1.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£19.1**	**£3.9**	**£3.5**	***£30.9***	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.5**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.4**	**£0.2**	***£1.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.5**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£137.4**	**£11.7**	**£8.7**	**£4.7**	**£3.8**	**£6.2**	**£3.3**	**£6.5**	**£7.5**	**£4.5**	**£5.5**	**£11.2**	**£7.0**	**£5.9**	**£2.6**	**£20.4**	**£4.9**	**£4.7**	***£119.1***	**£5.3**	**£2.7**	**£0.9**	**£8.9**	**£0.5**
Sub Total | Watford District	**£51.0**	£9.8	£8.2	£3.8	£2.0	£1.1	£0.0	£5.8	£6.8	£2.5	£1.0	£0.1	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£41.5***	£5.0	£0.2	£0.0	£4.3	£0.0
Sub Total | Hertsmere District	**£13.4**	£0.0	£0.0	£0.8	£1.3	£3.9	£2.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	***£9.0***	£0.4	£0.0	£0.0	£4.0	£0.0
Sub Total | Three Rivers Borough	**£5.9**	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£1.6	£1.2	£0.2	£0.1	£0.1	£0.0	£0.4	£0.2	£0.0	***£5.8***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£33.4**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£3.0	£10.8	£6.7	£5.7	£2.6	£0.3	£0.0	£0.4	***£30.1***	£0.0	£2.4	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£33.7**	£1.1	£0.2	£0.1	£0.4	£1.2	£1.1	£0.0	£0.1	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£19.5	£4.2	£4.2	***£32.7***	£0.0	£0.0	£0.0	£0.5	£0.5

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)	Zone 14 DIY (£m)	Zone 18 DIY (£m)	Zone 19 DIY (£m)	Zone 21 DIY (£m)	Inner Study Area	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.7**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.3	£0.0	£0.0	£8.2	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£6.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£17.5**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£1.2***	**£8.1**	**£0.0**	**£0.0**	**£8.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£3.5	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£3.6**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.7	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£5.3	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£6.7	£0.0	£0.0
Others, Zone 17	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£1.3	£0.0	£0.0
Sub-total	**£14.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.2**	**£14.0**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.5	£0.0
Edgware District Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.5	£0.0
Stanmore District Centre	**£1.5**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.4	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£6.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£10.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.9**	**£0.0**	**£0.0**	**£8.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£2.2	***£3.4***	£0.0	£0.0	£0.0	£0.0	£0.8
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£2.3**	***£3.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£188.0**	**£11.7**	**£8.7**	**£5.0**	**£3.8**	**£6.2**	**£3.6**	**£6.5**	**£7.9**	**£4.9**	**£5.5**	**£11.4**	**£7.3**	**£6.0**	**£2.7**	**£22.2**	**£4.9**	**£7.1**	***£125.2***	**£14.4**	**£6.5**	**£14.9**	**£25.6**	**£1.4**
Outside Study Area																								
Amersham Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.5	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.9	£0.0	£0.0	£0.0	***£1.2***	£0.0	£3.7	£0.2	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.2	£0.2	***£3.0***	£0.0	£0.0	£0.0	£0.0	£1.6
Hattersway Retail Park, Chaul End Lane, Luton	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.3
Hertford City Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.2**	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.7	£0.0	£0.9
Marlow Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.1	£0.0
Milton Keynes Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.1	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.3	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Aylesbury	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.2	£0.0	£0.0	£0.0
Others, Enfield	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.7
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.2
The Galleria Outlet, Comet Way, Hatfield	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£0.8***	£0.0	£0.0	£0.0	£0.6	£0.5
Uxbridge Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£8.8	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£5.4**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.3	***£1.4***	£0.0	£0.0	£0.0	£0.5	£3.5
Others, outside study area	**£31.4**	£0.0	£0.1	£0.0	£0.1	£0.2	£0.4	£0.0	£0.0	£0.0	£0.3	£0.2	£0.7	£0.0	£0.1	£0.0	£1.4	£0.2	***£3.9***	£17.5	£0.9	£2.4	£5.4	£1.2
Abroad	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.2	£0.0	£0.1
Sub Total outside Study Area	**£75.6**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.7**	**£2.2**	**£0.1**	**£0.0**	**£0.5**	**£0.4**	**£0.5**	**£0.9**	**£1.0**	**£1.0**	**£1.2**	**£4.2**	**£2.4**	***£15.5***	**£27.9**	**£5.5**	**£6.0**	**£10.5**	**£10.1**
Total (rounded)	**£263.5**	**£11.7**	**£8.9**	**£5.1**	**£3.9**	**£6.9**	**£5.8**	**£6.6**	**£7.9**	**£5.4**	**£5.9**	**£11.9**	**£8.2**	**£7.0**	**£3.7**	**£23.3**	**£9.0**	**£9.5**	***£140.7***	**£42.3**	**£12.0**	**£20.9**	**£36.1**	**£11.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
Study Area		Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)	Zone 14 Furniture (%)	Zone 18 Furniture (%)	Zone 19 Furniture (%)	Zone 21 Furniture (%)		Zone 15 Furniture (%)	Zone 16 Furniture (%)	Zone 17 Furniture (%)	Zone 20 Furniture (%)	Zone 22 Furniture (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	2.79%	2.43%	1.40%	12.40%	1.69%	1.39%	0.00%	5.85%	9.69%	5.58%	0.00%	4.49%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	15.36%	1.89%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.17%	6.18%	7.27%	2.01%	2.41%	0.00%	0.00%	1.19%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	1.89%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	8.41%	19.59%	32.35%	23.59%	20.72%	16.09%	1.83%	30.35%	24.73%	14.96%	22.46%	22.12%	10.56%	5.89%	2.55%	7.25%	0.00%	6.64%		2.22%	2.70%	0.00%	1.89%	0.00%
Watford Town Centre	17.98%	64.67%	38.31%	42.12%	37.19%	24.50%	20.68%	22.17%	53.40%	40.06%	32.70%	10.41%	13.27%	10.88%	9.35%	18.22%	1.59%	2.73%		18.32%	6.56%	0.00%	12.99%	0.97%
Others, Zone 1	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	1.58%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Sub-total	**30.65%**	**92.88%**	**79.33%**	**80.12%**	**62.01%**	**41.98%**	**22.51%**	**59.56%**	**87.82%**	**61.96%**	**56.90%**	**37.02%**	**25.42%**	**17.96%**	**11.90%**	**25.46%**	**1.59%**	**9.37%**		**21.65%**	**9.26%**	**15.36%**	**20.00%**	**0.97%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.51%	5.09%	0.00%	15.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.82%**	**5.09%**	**0.00%**	**15.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.01%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.67%	0.00%	0.00%	1.03%	6.69%	30.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.72%	0.00%	0.00%	0.00%	0.00%	8.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.83%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.39%**	**0.00%**	**0.00%**	**1.03%**	**6.69%**	**38.10%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.13%**	**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.07%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	22.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.29%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.29%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.28%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	10.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.56%	0.00%	4.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.64%**	**0.00%**	**6.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.24%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**1.21%**	**0.00%**	**0.00%**	**0.00%**	**5.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	5.42%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.82%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.70%	0.00%	5.83%	0.00%	0.00%	1.95%	0.00%	0.00%		0.00%	0.00%	1.84%	0.00%	0.00%
Others, Zone 10	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.01%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**5.42%**	**0.00%**	**0.00%**	**0.00%**	**15.73%**	**0.00%**	**7.01%**	**0.00%**	**0.00%**	**1.95%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.84%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.66%	9.91%	12.82%	10.64%	1.19%	1.09%	1.46%	0.00%	0.00%		0.00%	6.66%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	3.05%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.48%	22.71%	28.02%	18.82%	4.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Others, Zone 11	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**4.81%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.66%**	**24.40%**	**35.53%**	**38.66%**	**20.01%**	**5.09%**	**2.86%**	**0.00%**	**0.00%**		**0.00%**	**9.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.04%**	**1.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.31%	0.00%	1.14%	1.58%	20.99%	3.11%	0.00%	0.00%	0.00%		0.00%	2.03%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.67%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.31%**	**0.00%**	**1.14%**	**1.58%**	**20.99%**	**3.11%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.75%	0.00%	0.00%	0.00%		0.00%	1.93%	0.00%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.44%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.32%	1.59%	1.61%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.66%	0.00%	2.10%	0.00%	3.38%	3.17%	0.00%	0.00%	0.00%	1.89%	1.24%	1.14%	0.00%	0.00%	0.00%	29.32%	6.36%	1.69%		0.00%	0.00%	0.00%	0.00%	0.97%
Others, Zone 18	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.18%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**3.19%**	**0.00%**	**2.10%**	**0.00%**	**3.38%**	**4.56%**	**0.00%**	**0.00%**	**0.00%**	**1.89%**	**1.24%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**33.64%**	**11.13%**	**3.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.97%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.48%	1.04%	0.00%	0.00%	7.89%	0.00%	4.52%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	3.34%	1.59%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.48%**	**1.04%**	**0.00%**	**0.00%**	**7.89%**	**0.00%**	**4.52%**	**0.00%**	**0.00%**	**1.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.34%**	**1.59%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.86%		0.00%	0.00%	0.00%	0.00%	1.29%
Harpenden Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.47%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.33%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.29%**
Total | Inner Study Area	**47.2%**	**100.0%**	**83.5%**	**96.6%**	**82.4%**	**84.6%**	**56.2%**	**78.2%**	**95.0%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**59.0%**	**26.9%**	**67.3%**	**27.8%**	**31.0%**		**24.3%**	**22.6%**	**17.2%**	**29.3%**	**3.2%**
Sub Total | Watford District	30.6%	92.9%	79.3%	80.1%	62.0%	42.0%	22.5%	59.6%	87.8%	62.0%	56.9%	37.0%	25.4%	18.0%	11.9%	25.5%	1.6%	9.4%		21.7%	9.3%	15.4%	20.0%	1.0%
Sub Total | Hertsmere District	4.4%	5.1%	0.0%	16.5%	8.0%	38.1%	23.7%	0.0%	1.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	13.5%	0.0%		1.6%	0.0%	0.0%	9.3%	0.0%
Sub Total | Three Rivers Borough	2.0%	1.0%	1.0%	0.0%	1.2%	0.0%	5.4%	18.6%	5.8%	13.4%	15.7%	0.0%	7.0%	0.0%	0.0%	2.0%	0.0%	0.0%		1.1%	0.0%	1.8%	0.0%	0.0%
Sub Total | Dacorum District	5.8%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	24.4%	39.7%	41.4%	41.0%	15.0%	2.9%	0.0%	0.0%		0.0%	13.3%	0.0%	0.0%	0.0%
Sub Total | St Albans City & District	4.3%	1.0%	2.1%	0.0%	11.3%	4.6%	4.5%	0.0%	0.0%	3.2%	1.2%	1.1%	0.0%	0.0%	0.0%	37.0%	12.7%	21.6%		0.0%	0.0%	0.0%	0.0%	2.3%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Inner Study Area*	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)	(%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.45%	0.00%	0.00%	2.70%	0.00%
Hatch End Local Centre	0.28%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	7.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.58%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.95%	0.00%	0.00%	15.74%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**	**2.77%**	**2.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**39.74%**	**0.00%**	**0.00%**	**18.44%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%		0.00%	10.52%	0.00%	0.00%	0.00%
Others, Zone 16	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	6.56%	1.84%	0.00%	0.00%
Sub-total	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.07%**	**1.84%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.38%	0.00%	4.11%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.62%	0.00%	1.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	18.33%	0.00%	0.00%
Others, Zone 17	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.13%	0.00%	0.00%	0.00%		0.00%	2.03%	2.70%	0.00%	0.00%
Sub-total	**2.76%**	**0.00%**	**1.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.59%**	**2.13%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**27.42%**	**0.00%**	**4.11%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	17.63%	0.00%
Edgware District Centre	1.28%	0.00%	0.00%	0.00%	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	7.46%	0.00%
Stanmore District Centre	0.24%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Wealdstone Local Centre	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.05%**	**0.00%**	**0.00%**	**0.98%**	**4.99%**	**0.00%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.61%**		**0.00%**	**0.00%**	**0.00%**	**29.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.25%		0.00%	0.00%	0.00%	0.00%	4.48%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.92%
Sub-total	**0.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.25%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**
Sub-total Study Area	**66.3%**	**100.0%**	**85.2%**	**97.6%**	**87.4%**	**86.0%**	**57.5%**	**81.0%**	**97.9%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**61.7%**	**29.0%**	**67.3%**	**27.8%**	**40.9%**		**64.1%**	**41.7%**	**46.5%**	**77.4%**	**12.8%**
Outside Study Area																								
Amersham Town Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.73%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	1.19%	13.25%	30.97%	3.90%	0.00%	2.25%		0.00%	15.53%	1.38%	0.00%	0.00%
Beaconsfield Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.90%	0.00%	0.00%	0.00%	1.27%	2.64%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.65%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.28%	0.00%	0.00%	1.03%	1.69%	1.85%	6.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.39%	0.00%	5.76%	1.67%	3.94%		1.11%	0.00%	0.00%	1.35%	0.97%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	2.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	2.76%	0.00%
Enfield Town Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	3.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.05%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Gerrards Cross Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.05%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.25%		0.00%	0.00%	0.00%	0.00%	3.82%
Hatterseway Retail Park, Chaul End Lane, Luton	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	7.01%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	3.22%	0.00%	0.00%	0.00%		1.56%	4.63%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.57%
Ikea, Drury Way, North Circular Road, Wembley	2.22%	0.00%	12.69%	1.37%	6.67%	2.77%	0.00%	4.67%	1.10%	5.58%	0.00%	13.83%	13.21%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.76%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	4.32%	23.56%	1.39%	0.00%	3.30%		0.00%	11.38%	35.91%	0.00%	7.64%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.75%
Others, Aylesbury	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	1.45%	0.00%	0.00%	0.00%		0.00%	7.98%	1.38%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	1.70%	0.00%	0.00%	0.00%	0.00%	0.00%	8.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	4.98%		0.00%	0.00%	0.00%	0.00%	21.63%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.97%
Slough Town Centre	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.60%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.82%	0.00%		0.00%	0.00%	0.00%	0.00%	5.76%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		6.95%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.91%	0.00%	0.00%	0.00%	1.27%	0.00%	6.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	1.39%	20.44%	1.61%		0.00%	0.00%	0.00%	0.00%	1.29%
Welwyn Garden City Town Centre	5.21%	0.00%	0.00%	0.00%	1.69%	0.00%	5.31%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	1.19%	0.00%	17.43%	33.21%	37.45%		0.00%	0.00%	0.00%	3.24%	19.07%
Others, outside study area	6.76%	0.00%	2.10%	0.00%	0.00%	6.78%	5.05%	0.00%	1.05%	0.00%	0.00%	4.49%	8.24%	14.84%	11.82%	0.00%	3.18%	1.69%		17.94%	7.33%	14.87%	1.35%	8.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**33.7%**	**0.0%**	**14.8%**	**2.4%**	**12.6%**	**14.0%**	**42.5%**	**19.0%**	**2.1%**	**13.5%**	**1.7%**	**22.1%**	**25.0%**	**38.3%**	**71.0%**	**32.7%**	**72.2%**	**59.2%**		**35.9%**	**58.3%**	**53.5%**	**22.6%**	**87.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Study Area		Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)	Zone 18 Furniture (£m)	Zone 19 Furniture (£m)	Zone 21 Furniture (£m)						
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£9.7**	£0.4	£0.2	£0.8	£0.1	£0.1	£0.0	£0.5	£1.1	£0.3	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£4.4***	£0.0	£0.0	£3.9	£1.3	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£4.6**	£1.0	£0.9	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.4***	£0.8	£0.0	£0.0	£1.3	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£31.6**	£3.2	£4.2	£1.6	£1.0	£1.5	£0.1	£2.8	£2.8	£0.9	£1.7	£3.7	£1.1	£0.5	£0.1	£2.3	£0.0	£0.8	***£28.3***	£1.7	£0.4	£0.0	£1.3	£0.0
Watford Town Centre	**£71.4**	£10.6	£5.0	£2.8	£1.8	£2.3	£1.5	£2.0	£6.1	£2.4	£2.4	£1.7	£1.3	£0.9	£0.4	£5.8	£0.2	£0.3	***£47.7***	£13.6	£0.9	£0.0	£9.0	£0.1
Others, Zone 1	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Sub-total	**£118.4**	**£15.2**	**£10.3**	**£5.3**	**£3.0**	**£4.0**	**£1.6**	**£5.5**	**£10.0**	**£3.8**	**£4.3**	**£6.1**	**£2.6**	**£1.6**	**£0.5**	**£8.1**	**£0.2**	**£1.1**	***£83.1***	**£16.1**	**£1.3**	**£3.9**	**£13.8**	**£0.1**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.9**	£0.8	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.2**	**£0.8**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£6.0**	£0.0	£0.0	£0.1	£0.3	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£3.7***	£0.0	£0.0	£0.0	£2.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£2.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.7**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£4.5***	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£5.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£2.9***	£0.0	£0.0	£0.0	£2.2	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	***£2.9***	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£1.1**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.8	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£2.8**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	***£2.3***	£0.0	£0.0	£0.5	£0.0	£0.0
Others, Zone 10	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£2.1	£1.1	£0.1	£0.0	£0.5	£0.0	£0.0	***£4.8***	£0.0	£1.0	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£10.0**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£3.8	£2.8	£1.6	£0.2	£0.0	£0.0	£0.0	***£9.6***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£16.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£1.8**	**£5.9**	**£3.9**	**£1.7**	**£0.2**	**£0.9**	**£0.0**	**£0.0**	***£14.9***	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.2	£1.8	£0.1	£0.0	£0.0	£0.0	***£2.5***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.2**	**£1.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.2	£0.2	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£11.5**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	£9.3	£0.7	£0.2	***£11.4***	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Zone 18	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£13.8**	**£0.0**	**£0.3**	**£0.0**	**£0.2**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£10.7**	**£1.3**	**£0.4**	***£13.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.2**	£0.2	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.0**	***£2.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.2
Harpenden Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	***£2.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Total | Inner Study Area	**£181.9**	**£16.3**	**£10.8**	**£6.4**	**£4.0**	**£8.1**	**£4.1**	**£7.2**	**£10.8**	**£5.3**	**£7.3**	**£12.9**	**£7.6**	**£5.1**	**£1.2**	**£21.4**	**£3.2**	**£3.7**	***£135.4***	**£18.1**	**£3.2**	**£4.4**	**£20.2**	**£0.5**
Sub Total | Watford District	**£118.4**	£15.2	£10.3	£5.3	£3.0	£4.0	£1.6	£5.5	£10.0	£3.8	£4.3	£6.1	£2.6	£1.6	£0.5	£8.1	£0.2	£1.1	***£83.1***	£16.1	£1.3	£3.9	£13.8	£0.1
Sub Total | Hertsmere District	**£17.1**	£0.8	£0.0	£1.1	£0.4	£3.6	£1.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.5	£0.0	***£9.5***	£1.2	£0.0	£0.0	£6.4	£0.0
Sub Total | Three Rivers Borough	**£7.7**	£0.2	£0.1	£0.0	£0.1	£0.0	£0.4	£1.7	£0.7	£0.8	£1.2	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	£0.0	***£6.4***	£0.8	£0.0	£0.5	£0.0	£0.0
Sub Total | Dacorum District	**£20.2**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.8	£6.6	£4.2	£3.6	£0.7	£0.9	£0.0	£0.0	***£18.3***	£0.0	£1.9	£0.0	£0.0	£0.0
Sub Total | St Albans City & District	**£18.4**	£0.2	£0.3	£0.0	£0.5	£0.4	£0.3	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£11.8	£1.5	£2.6	***£18.1***	£0.0	£0.0	£0.0	£0.0	£0.3

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)	Zone 18 Furniture (£m)	Zone 19 Furniture (£m)	Zone 21 Furniture (£m)	Inner Study Area	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.1	£0.0	£0.0	£1.9	£0.0
Hatch End Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.8	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£34.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£23.0	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£43.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£29.6**	**£0.0**	**£0.0**	**£12.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.5	£0.0	£0.0	£0.0
Others, Zone 16	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.9	£0.5	£0.0	£0.0
																			£0.0					
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£2.4**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.6	£0.0	£0.6
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.9**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£4.7	£0.0	£0.0
Others, Zone 17	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.3	£0.7	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.3**	**£7.0**	**£0.0**	**£0.6**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£12.2	£0.0
Edgware District Centre	**£5.4**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£5.1	£0.0
Stanmore District Centre	**£1.0**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£2.2	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.1**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£20.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.6
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-total	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£259.1**	**£16.3**	**£11.0**	**£6.4**	**£4.2**	**£8.2**	**£4.2**	**£7.5**	**£11.2**	**£5.3**	**£7.3**	**£12.9**	**£7.6**	**£5.4**	**£1.3**	**£21.4**	**£3.2**	**£4.9**	***£138.3***	**£47.7**	**£6.0**	**£11.9**	**£53.4**	**£1.8**
Outside Study Area																								
Amersham Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£7.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.2	£1.4	£1.2	£0.0	£0.3	***£4.5***	£0.0	£2.2	£0.4	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£7.9**	£0.0	£0.0	£0.0	£0.1	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£7.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£5.4**	£0.0	£0.0	£0.1	£0.1	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£0.2	£0.5	***£3.5***	£0.8	£0.0	£0.0	£0.9	£0.1
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.5***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.9	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.5
Hatterswaty Retail Park, Chaul End Lane, Luton	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.6***	£1.2	£0.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£7.7**	£0.0	£1.6	£0.1	£0.3	£0.3	£0.0	£0.4	£0.1	£0.3	£0.0	£2.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£6.8***	£0.8	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.7
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£14.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£1.0	£0.4	£0.0	£0.4	***£2.4***	£0.0	£1.6	£9.2	£0.0	£1.1
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.7
Others, Aylesbury	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.1	£0.4	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.6	***£1.7***	£0.0	£0.0	£0.0	£0.0	£3.0
Roebuck Retail Park, London Road, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Slough Town Centre	**£3.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.4	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.8
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£5.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.3	£0.2	***£3.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Welwyn Garden City Town Centre	**£19.7**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.1	£0.0	£5.5	£3.8	£4.5	***£14.8***	£0.0	£0.0	£0.0	£2.2	£2.7
Others, outside study area	**£25.6**	£0.0	£0.3	£0.0	£0.0	£0.6	£0.4	£0.0	£0.1	£0.0	£0.0	£0.7	£0.8	£1.3	£0.5	£0.0	£0.4	£0.2	***£5.4***	£13.4	£1.0	£3.8	£0.9	£1.1
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£125.2**	**£0.0**	**£1.9**	**£0.2**	**£0.6**	**£1.3**	**£3.1**	**£1.8**	**£0.2**	**£0.8**	**£0.1**	**£3.7**	**£2.5**	**£3.3**	**£3.1**	**£10.4**	**£8.3**	**£7.1**	***£48.5***	**£26.8**	**£8.3**	**£13.7**	**£15.6**	**£12.3**
Total (rounded)	**£384.2**	**£16.3**	**£13.0**	**£6.6**	**£4.8**	**£9.6**	**£7.3**	**£9.2**	**£11.4**	**£6.1**	**£7.5**	**£16.5**	**£10.1**	**£8.7**	**£4.4**	**£31.8**	**£11.5**	**£12.0**	***£186.8***	**£74.4**	**£14.3**	**£25.6**	**£69.0**	**£14.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 25: All comparison goods expenditure

Destination	Total Comparison	Total Comparison	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area	Zone 15 Comparison	Zone 16 Comparison	Zone 17 Comparison	Zone 20 Comparison	Zone 22 Comparison	Inflow Comparison	Total Comparison
Study Area	(£m)	(%)	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 18 (£m)	Zone 19 (£m)	Zone 21 (£m)		(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone 1 | Watford South																											
Colne Valley Retail Park, Lower High Street, Watford	**£19.7**	**0.5%**	£1.7	£1.0	£1.2	£0.5	£0.3	£0.0	£1.3	£2.6	£0.9	£0.1	£0.7	£0.6	£0.1	£0.0	£3.2	£0.3	£0.0	***£14.5***	£0.0	£0.0	£3.9	£1.3	£0.0	£0.0	**£19.7**
Waterfields Shopping Park, Waterfields Way, Watford	**£56.2**	**1.4%**	£17.3	£7.5	£3.1	£1.3	£0.0	£0.1	£3.4	£1.1	£0.6	£0.8	£1.7	£1.2	£0.0	£0.0	£4.0	£0.0	£0.0	***£42.1***	£5.8	£0.0	£0.0	£8.3	£0.0	£0.0	**£56.2**
Watford Arches Retail Park, Lower High Street, Watford	**£99.1**	**2.4%**	£15.4	£11.3	£7.2	£2.8	£3.7	£0.5	£12.4	£11.6	£4.4	£3.8	£3.7	£1.3	£0.5	£0.3	£4.7	£0.0	£0.8	***£84.3***	£5.5	£0.6	£0.0	£8.3	£0.4	£0.0	**£99.1**
Watford Town Centre	**£876.0**	**21.1%**	£147.9	£103.5	£44.7	£16.3	£27.4	£5.9	£55.2	£79.8	£31.9	£36.2	£15.2	£8.6	£16.9	£2.6	£25.8	£1.3	£2.7	***£622.1***	£147.5	£8.3	£0.8	£95.7	£1.6	£21.90	**£897.9**
Others, Zone 1	**£9.1**	**0.2%**	£1.0	£0.2	£0.5	£0.0	£0.1	£0.0	£2.1	£1.0	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.3***	£2.9	£0.0	£0.0	£0.9	£0.0	£0.0	**£9.1**
Sub-total	**£1,060.2**	**25.5%**	**£183.3**	**£123.5**	**£56.8**	**£20.9**	**£31.4**	**£6.4**	**£74.4**	**£96.2**	**£38.0**	**£41.0**	**£21.3**	**£11.8**	**£17.6**	**£2.9**	**£37.7**	**£1.6**	**£3.5**	***£768.3***	**£161.8**	**£8.8**	**£4.8**	**£114.4**	**£2.1**	**£21.9**	**£1,082.1**
Zone 2 | Watford North																											
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£9.5**	**0.2%**	£0.2	£7.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.9***	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	**£9.5**
Garston Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.4**
Others, Zone 2	**£0.2**	**0.0%**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£10.2**	**0.2%**	**£0.2**	**£7.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.9**	**£0.3**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£9.5***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£10.2**
Zone 3 | Bushey & Aldenham																											
Aldenham Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Bushey Town Centre	**£7.8**	**0.2%**	£1.9	£0.0	£3.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£6.9***	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.8**
Costco, Hartspring Lane, Bushey	**£6.5**	**0.2%**	£0.0	£0.5	£0.1	£2.1	£0.1	£0.0	£0.4	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	**£6.5**
Others, Zone 3	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	**£1.3**
Sub-total	**£15.8**	**0.4%**	**£1.9**	**£0.5**	**£3.8**	**£3.0**	**£0.2**	**£0.0**	**£0.4**	**£0.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£11.8***	**£3.5**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£15.8**
Zone 4 | Radlett & Shenley																											
Radlett Town Centre	**£5.7**	**0.1%**	£0.0	£0.0	£0.2	£2.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	***£5.7***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£5.7**
Shenley Village Centre	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.3**
Sub-total	**£7.0**	**0.2%**	**£0.0**	**£0.0**	**£0.2**	**£2.7**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.9**	**£0.0**	**£0.1**	***£7.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£7.0**
Zone 5 | Borehamwood & Elstree																											
Borehamwood Town Centre	**£70.1**	**1.7%**	£0.0	£0.4	£1.6	£3.3	£40.1	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.6	£0.0	***£47.7***	£0.0	£0.0	£0.0	£22.4	£0.0	£0.0	**£70.1**
Stirling Retail Park, Stirling Way, Borehamwood	**£10.2**	**0.2%**	£0.0	£0.0	£0.8	£0.7	£3.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0	**£10.2**
Tesco Extra, Shenley Road, Borehamwood	**£11.9**	**0.3%**	£0.0	£0.0	£0.0	£1.0	£9.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£11.1***	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	**£11.9**
Others, Zone 5	**£4.2**	**0.1%**	£0.0	£0.0	£0.0	£0.3	£2.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£3.0***	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	**£4.2**
Sub-total	**£96.4**	**2.3%**	**£0.0**	**£0.4**	**£2.4**	**£5.2**	**£54.6**	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£1.3**	**£0.0**	***£66.9***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**	**£0.0**	**£96.4**
Zone 6 | Potters Bar																											
Potters Bar Town Centre	**£22.5**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.1	£14.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	***£19.0***	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	**£22.5**
South Mimms Village Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Tesco Superstore, Mutton Lane, Potters Bar	**£3.0**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.8***	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	**£3.0**
Others, Zone 6	**£2.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.3**
Sub-total	**£28.1**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£18.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£5.9**	**£0.0**	***£24.4***	**£0.0**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£0.0**	**£28.1**
Zone 7 | Rickmansworth																											
Croxley Green Local Centre	**£7.0**	**0.2%**	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£3.1	£0.0	£2.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£7.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.0**
Rickmansworth Town Centre	**£12.5**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£0.2	£4.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.9***	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	**£12.5**
Others, Zone 7	**£1.8**	**0.0%**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	**£1.8**
Sub-total	**£21.3**	**0.5%**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£10.3**	**£0.2**	**£7.4**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£20.5***	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£21.3**
Zone 8 | Batchworth Heath & South Oxhey																											
Northwood Local Centre	**£7.3**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.9***	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.3**
South Oxhey Local Centre	**£4.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£4.5**
Sub-total	**£11.8**	**0.3%**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.3**	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	***£6.4***	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£11.8**
Zone 9 | Chorleywood & Sarratt																											
Chorleywood Village Centre	**£8.0**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£8.0**
Elstree Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sarratt Village Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Sub-total	**£8.2**	**0.2%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£7.8**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£8.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.2**
Zone 10 | Kings Langley & Abbots Langley																											
Abbots Langley Village Centre	**£7.4**	**0.2%**	£0.1	£0.3	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£6.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.4**
Kimgs Langley Village Centre	**£3.5**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	***£3.1***	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	**£3.5**
Others, Zone 10	**£2.1**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.8	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.1**
Sub-total	**£13.1**	**0.3%**	**£0.1**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.0**	**£0.1**	**£8.8**	**£0.8**	**£0.9**	**£0.2**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£12.6***	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£13.1**
Zone 11 | Hemel Hempstead																											
Hemel Hempstead Town Centre	**£249.3**	**6.0%**	£0.6	£3.1	£0.3	£0.0	£0.9	£0.6	£0.3	£2.0	£1.1	£10.2	£117.0	£43.9	£19.0	£3.8	£17.3	£1.0	£1.7	***£222.7***	£0.0	£22.9	£2.6	£1.1	£0.0	£0.00	**£249.3**
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£112.9**	**2.7%**	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£4.2	£12.8	£36.2	£39.0	£7.0	£1.2	£0.7	£0.0	£0.9	***£105.2***	£1.4	£6.3	£0.0	£0.0	£0.0	£0.0	**£112.9**
Others, Zone 11	**£5.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.8	£0.9	£0.0	£0.5	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	**£5.5**
Sub-total	**£367.8**	**8.9%**	**£0.6**	**£4.3**	**£0.3**	**£0.0**	**£0.9**	**£0.6**	**£2.2**	**£2.0**	**£5.4**	**£23.1**	**£156.0**	**£83.7**	**£27.0**	**£5.0**	**£18.5**	**£1.0**	**£2.6**	***£333.1***	**£1.4**	**£29.2**	**£2.9**	**£1.1**	**£0.0**	**£0.0**	**£367.8**
Zone 12 | Hemel Hempstead Fringe																											
Grovehill Local Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Others, Zone 12	**£4.7**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£3.1	£0.1	£0.0	£0.0	£0.0	**£4.7**
Sub-total	**£5.0**	**0.1%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£3.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£5.0**
Zone 13 | Berkhamsted																											
Berkhamsted Town Centre	**£45.9**	**1.1%**	£0.3	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.8	£2.3	£28.4	£2.9	£0.0	£0.0	£0.0	***£38.4***	£0.0	£5.8	£1.7	£0.0	£0.0	£0.0	**£45.9**
Others, Zone 13	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Sub-total	**£46.0**	**1.1%**	**£0.3**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.6**	**£0.8**	**£2.3**	**£28.5**	**£2.9**	**£0.0**	**£0.0**	**£0.0**	***£38.4***	**£0.0**	**£5.8**	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£46.0**
Zone 14 | Tring																											
Tring Town Centre	**£17.7**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£9.2	£0.0	£0.0	£0.0	***£9.2***	£0.0	£7.1	£1.4	£0.0	£0.0	£0.0	**£17.7**
Others, Zone 14	**£1.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	**£1.4**
Sub-total	**£19.0**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£9.8**	**£0.0**	**£0.0**	**£0.0**	***£10.0***	**£0.0**	**£7.5**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£19.0**
Zone 18 | St Albans																											
Abbey View Retail Park, Griffiths Way, St. Albans	**£32.0**	**0.8%**	£0.0	£0.1	£0.0	£1.0	£0.1	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.9	£1.8	£4.0	***£30.5***	£0.0	£0.7	£0.0	£0.0	£0.9	£0.0	**£32.0**
St. Albans City Centre	**£232.7**	**5.6%**	£3.4	£1.0	£1.1	£3.1	£4.8	£2.1	£0.4	£0.0	£0.1	£2.8	£4.0	£1.4	£0.7	£0.2	£141.7	£30.1	£25.7	***£222.6***	£0.0	£0.0	£0.0	£0.5	£9.6	£11.64	**£244.4**
Others, Zone 18	**£7.7**	**0.2%**	£0.0	£0.4	£0.0	£0.0	£0.8	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£0.1	£0.6	£3.9	£0.1	***£7.7***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.7**
Sub-total	**£272.4**	**6.6%**	**£3.4**	**£1.5**	**£1.1**	**£4.0**	**£5.8**	**£2.9**	**£0.4**	**£0.1**	**£0.1**	**£2.9**	**£4.0**	**£2.7**	**£0.7**	**£0.4**	**£165.2**	**£35.8**	**£29.8**	***£260.8***	**£0.0**	**£0.7**	**£0.0**	**£0.5**	**£10.5**	**£11.6**	**£284.0**
Zone 19 | London Colney Fringe																											
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£2.0**	**0.0%**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£1.2	£0.0	£0.2	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.0**
Colney Fields Shopping Park, Alsop Close, London Colney	**£112.5**	**2.7%**	£0.2	£0.6	£3.3	£12.3	£12.2	£15.5	£0.6	£0.0	£0.6	£3.6	£2.9	£3.4	£1.6	£0.3	£10.7	£12.5	£5.8	***£86.1***	£4.9	£0.7	£0.0	£20.0	£0.8	£0.0	**£112.5**
Cuffley Village Centre	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.3**
Others, Zone 19	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£116.0**	**2.8%**	**£0.2**	**£0.6**	**£3.4**	**£12.3**	**£12.2**	**£15.5**	**£0.6**	**£0.0**	**£0.6**	**£3.7**	**£2.9**	**£3.9**	**£1.6**	**£0.4**	**£11.9**	**£13.9**	**£6.1**	***£89.6***	**£4.9**	**£0.7**	**£0.0**	**£20.0**	**£0.8**	**£0.0**	**£116.0**
Zone 21 | Harpenden																											
Wheathampstead Village Centre	**£1.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	**£1.1**
Harpenden Town Centre	**£28.1**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£3.7	£0.0	£23.5	***£27.5***	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	**£28.1**
Sub-total	**£29.2**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£24.4**	***£28.4***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.7**	**£0.0**	**£29.2**
Total | Inner Study Area	**£2,127.4**	**51.2%**	**£191.1**	**£140.8**	**£68.1**	**£48.3**	**£106.9**	**£46.9**	**£89.0**	**£104.7**	**£60.9**	**£81.5**	**£186.7**	**£108.1**	**£75.8**	**£21.3**	**£241.2**	**£60.2**	**£66.4**	***£1,697.8***	**£177.6**	**£56.0**	**£11.7**	**£170.2**	**£14.0**	**£33.5**	**£2,160.9**
Sub Total | Watford District	**£1,070.3**	**25.8%**	£183.4	£130.6	£56.9	£20.9	£31.4	£6.4	£74.6	£96.2	£38.0	£41.9	£21.6	£12.6	£17.6	£2.9	£37.7	£1.6	£3.5	***£777.8***	£161.8	£8.8	£4.8	£115.0	£2.1	£21.9	£1,092.2
Sub Total | Hertsmere District	**£147.3**	**3.5%**	£1.9	£0.9	£6.4	£11.0	£55.9	£21.1	£0.4	£0.9	£0.8	£0.0	£0.0	£0.1	£0.1	£0.0	£3.2	£7.2	£0.1	***£110.1***	£3.5	£0.0	£0.0	£33.7	£0.0	£0.0	£147.3
Sub Total | Three Rivers Borough	**£54.4**	**1.3%**	£1.3	£0.5	£0.0	£0.1	£0.6	£0.4	£10.9	£5.6	£15.3	£9.3	£0.8	£1.0	£0.2	£0.0	£1.0	£0.7	£0.0	***£47.7***	£6.0	£0.1	£0.5	£0.0	£0.0	£0.0	£54.4
Sub Total | Dacorum District	**£437.8**	**10.5%**	£0.9	£6.7	£0.4	£0.0	£0.9	£0.6	£2.2	£2.0	£6.0	£23.7	£157.3	£87.4	£55.6	£17.6	£18.5	£1.0	£2.6	***£383.3***	£1.4	£45.6	£6.3	£1.1	£0.0	£0.0	£437.8
Sub Total | St Albans City & District	**£417.6**	**10.1%**	£3.6	£2.1	£4.5	£16.4	£18.0	£18.5	£0.9	£0.1	£0.7	£6.5	£6.9	£6.9	£2.3	£0.7	£180.8	£49.7	£60.2	***£378.8***	£4.9	£1.4	£0.1	£20.4	£11.9	£11.6	£429.2

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)	Zone 18 Comparison (£m)	Zone 19 Comparison (£m)	Zone 21 Comparison (£m)	*Inner Study Area*	Zone 15 Comparison (£m)	Zone 16 Comparison (£m)	Zone 17 Comparison (£m)	Zone 20 Comparison (£m)	Zone 22 Comparison (£m)
Outside Inner Study Area																									
Zone 15 | Three Rivers Fringe																									
Chalfont St. Peter Village Centre	**£0.8**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£6.9**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£6.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£179.5**	**4.3%**	£0.0	£0.0	£1.5	£0.0	£0.2	£0.0	£0.3	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.6***	£79.5	£0.0	£0.0	£94.4	£0.0
Hatch End Local Centre	**£2.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£1.1	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£27.4**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£24.7	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£90.2**	**2.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£77.4	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£307.9**	**7.4%**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£6.5**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£9.8***	**£190.9**	**£0.0**	**£0.0**	**£107.3**	**£0.0**
Zone 16 | Dacorum Western Fringe																									
Chesham Town Centre	**£23.0**	**0.6%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.2	£0.5	£0.3	£0.0	£0.3	£0.0	***£2.4***	£0.0	£20.7	£0.0	£0.0	£0.0
Others, Zone 16	**£2.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.4	£0.5	£0.0	£0.0
																				£0.0					
Sub-total	**£25.2**	**0.6%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.3**	**£0.0**	**£0.3**	**£0.0**	***£2.6***	**£0.0**	**£22.1**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																									
Dunstable Town Centre	**£34.5**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.6	£0.0	£0.7	£0.0	£0.0	***£2.8***	£0.0	£0.0	£25.9	£0.0	£5.8
Homebase, Vimy Road, Leighton Buzzard	**£7.7**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£7.5	£0.0	£0.0
Leighton Buzzard Town Centre	**£45.3**	**1.1%**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.7***	£0.0	£1.1	£43.5	£0.0	£0.0
Others, Zone 17	**£5.8**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.3	£4.9	£0.0	£0.0
Sub-total	**£93.3**	**2.2%**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.8**	**£0.8**	**£0.1**	**£0.7**	**£0.0**	**£0.4**	***£4.1***	**£0.0**	**£1.6**	**£81.8**	**£0.0**	**£5.8**
Zone 20 | Hertsmere Southern Fringe																									
Barnet Local Centre	**£64.1**	**1.5%**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£61.6	£1.4
Edgware District Centre	**£55.0**	**1.3%**	£0.0	£0.3	£0.1	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£53.4	£0.0
Stanmore District Centre	**£37.8**	**0.9%**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.4	£0.0	£0.0	£36.9	£0.0
Wealdstone Local Centre	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.4***	£0.0	£0.0	£0.0	£5.0	£0.0
Others, Zone 20	**£6.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£168.6**	**4.1%**	**£0.0**	**£0.3**	**£0.6**	**£0.4**	**£0.9**	**£1.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	***£3.8***	**£0.9**	**£0.0**	**£0.0**	**£162.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																									
Luton Retail Park, Gipsy Lane, Luton	**£19.6**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£4.9	***£6.1***	£0.0	£0.0	£0.0	£0.0	£13.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	**£21.4**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.4**	**£0.0**	**£5.0**	***£7.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£14.0**
Sub-total Study Area	**£2,743.9**	**66.1%**	**£191.1**	**£141.3**	**£70.2**	**£48.7**	**£108.3**	**£48.1**	**£90.2**	**£111.2**	**£62.0**	**£81.5**	**£186.9**	**£110.1**	**£77.1**	**£21.9**	**£244.6**	**£60.5**	**£72.1**	***£1,725.6***	**£369.4**	**£79.8**	**£93.9**	**£440.0**	**£35.2**
Outside Study Area																									
Amersham Town Centre	**£18.9**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£1.8	£0.5	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£3.3***	£7.5	£8.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£75.8**	**1.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.4	£0.5	£1.9	£15.1	£1.6	£0.0	£0.3	***£21.2***	£0.0	£46.9	£7.8	£0.0	£0.0
Beaconsfield Town Centre	**£2.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£77.1**	**1.9%**	£0.0	£2.7	£0.5	£2.5	£5.2	£1.5	£0.2	£1.0	£0.2	£1.7	£0.5	£0.0	£0.0	£0.0	£0.4	£1.5	£0.4	***£18.3***	£0.0	£0.0	£0.4	£58.5	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£6.8**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£5.2	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£4.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	***£4.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£157.8**	**3.8%**	£3.3	£0.7	£2.2	£1.4	£2.4	£3.4	£1.9	£3.6	£3.3	£0.7	£1.1	£0.9	£5.6	£0.5	£12.3	£5.0	£7.0	***£55.4***	£58.2	£4.9	£1.5	£36.1	£1.7
Chalfont St. Giles Village Centre	**£1.5**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£1.3	£0.0
Colindale Local Centre	**£4.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£3.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£3.5***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£9.4**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	***£4.4***	£0.0	£0.0	£0.0	£5.0	£0.0
Gerrards Cross Town Centre	**£3.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£2.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£46.5**	**1.1%**	£0.0	£0.4	£0.0	£0.0	£0.0	£3.5	£0.2	£0.6	£0.0	£0.0	£1.3	£0.0	£0.4	£0.0	£17.6	£8.3	£2.8	***£35.0***	£0.0	£0.0	£0.0	£0.7	£10.8
Hattersway Retail Park, Chaul End Lane, Luton	**£5.9**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£1.8	***£2.6***	£0.0	£0.0	£0.0	£0.0	£3.4
Hertford City Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£52.5**	**1.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£1.7	£0.1	£0.0	£0.0	£6.4	£0.8	£0.0	£0.0	£0.4	***£10.4***	£25.9	£16.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£3.1
Ikea, Drury Way, North Circular Road, Wembley	**£36.9**	**0.9%**	£0.9	£7.5	£0.1	£1.2	£1.4	£0.5	£2.2	£1.3	£0.3	£0.0	£10.9	£1.3	£0.4	£0.0	£0.0	£0.6	£0.0	***£28.7***	£8.2	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£48.7**	**1.2%**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.6	£0.1	£0.1	£1.2	£0.2	£4.9	***£8.8***	£0.0	£0.0	£15.8	£0.0	£24.0
Marlow Town Centre	**£1.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£8.2**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£4.5	£0.0
Milton Keynes Town Centre	**£200.9**	**4.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.4	£0.7	£1.3	£2.5	£8.8	£5.9	£0.3	£0.8	***£21.6***	£0.0	£11.7	£159.0	£0.0	£8.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£18.6**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£1.5	£0.0	£5.3	***£7.9***	£0.0	£0.0	£10.3	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£2.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£1.4
Others, Aylesbury	**£3.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£2.2	£0.7	£0.0	£0.0
Others, Enfield	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£14.3**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.8	£0.9	***£5.5***	£0.0	£0.0	£0.0	£0.0	£8.7
Roebuck Retail Park, London Road, Stevenage	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.4	***£0.9***	£0.0	£0.0	£0.0	£0.0	£2.1
Slough Town Centre	**£6.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£5.1	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£22.3**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£1.1	£1.4	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.1	£2.8	£1.2	***£7.9***	£0.0	£0.0	£0.0	£2.4	£12.0
The Galleria Outlet, Comet Way, Hatfield	**£28.9**	**0.7%**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£8.6	£3.6	£2.0	***£21.5***	£0.0	£0.7	£0.0	£2.3	£4.4
Uxbridge Town Centre	**£72.9**	**1.8%**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.5***	£68.7	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£35.1**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£33.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£9.8**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£4.4	£0.2	***£7.2***	£2.0	£0.0	£0.0	£0.0	£0.6
Welwyn Garden City Town Centre	**£207.6**	**5.0%**	£0.3	£0.0	£0.7	£1.1	£0.1	£16.0	£0.2	£0.3	£1.8	£0.2	£0.3	£2.2	£1.0	£0.0	£42.8	£27.5	£32.6	***£127.3***	£0.0	£0.0	£0.0	£14.3	£66.0
Others, outside study area	**£185.5**	**4.5%**	£0.7	£1.8	£1.8	£0.2	£1.3	£2.3	£1.2	£2.9	£2.1	£0.6	£1.6	£3.5	£3.4	£6.0	£1.2	£6.3	£1.7	***£38.5***	£70.8	£7.2	£37.5	£21.5	£9.9
Abroad	**£24.8**	**0.6%**	£0.6	£0.6	£0.0	£0.8	£0.1	£0.0	£0.3	£0.0	£0.0	£0.4	£2.9	£5.6	£0.3	£0.0	£1.9	£1.0	£0.4	***£15.0***	£2.9	£0.8	£1.9	£3.7	£0.7
Sub Total outside Study Area	**£1,408.6**	**33.9%**	**£6.3**	**£17.0**	**£5.6**	**£7.4**	**£12.4**	**£37.2**	**£9.7**	**£11.3**	**£13.8**	**£6.2**	**£22.5**	**£21.4**	**£23.9**	**£32.1**	**£105.8**	**£71.1**	**£63.9**	***£467.5***	**£285.3**	**£105.8**	**£236.5**	**£155.5**	**£157.9**
Total (rounded)	**£4,152.4**	**100.0%**	**£197.4**	**£158.3**	**£75.7**	**£56.1**	**£120.7**	**£85.3**	**£99.9**	**£122.5**	**£75.7**	**£87.7**	**£209.3**	**£131.5**	**£101.0**	**£53.9**	**£350.4**	**£131.6**	**£135.9**	***£2,193.1***	**£654.7**	**£185.6**	**£330.4**	**£595.5**	**£193.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

d. Comparison goods Inflow allowed of 5% from St Albans as both a regional centre and a tourist destination, and 2.5% each from Watford as a regional centre.

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Table 26a: Estimated 'capacity' for new comparison goods facilities in South West Hertfordshire (all five authority areas)

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	2,160.9	2,127.4	33.5	0.0
2021	2,300.2	2,330.6	36.8	67.2
2026	2,572.1	2,842.0	43.1	313.0
2031	2,867.8	3,463.4	50.4	646.0
2036	3,197.4	4,219.5	59.0	1,081.0
Study Area Market Share (%)		**49.8%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by South West Hertfordshire facilities at 49.9% from the Study Area (currently 51.2%)

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	67.2	8,400	11,500
2026	313.0	35,100	47,900
2031	646.0	64,900	88,600
2036	1,081.0	97,400	133,000

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26c: Extant comparison goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**25,842**		**173.3**

Table 26d: Net quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	67.2	184.5	-117.2	-14,700	-20,000
2026	313.0	206.1	106.9	12,000	16,300
2031	646.0	229.8	416.2	41,800	57,100
2036	1,081.0	256.2	824.9	74,300	101,500

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26e: Estimated 'capacity' for new comparison goods facilities in Hertsmere

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	147.3	147.3	0.0	0.0
2021	156.8	146.1	0.0	-10.6
2026	175.3	178.2	0.0	2.9
2031	195.5	217.2	0.0	21.7
2036	218.0	264.6	0.0	46.6
Study Area Market Share (%)		**3.1%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by Hertsmere facilities at 3.1% from the Study Area (currently 3.5%)

Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	-10.6	-1,300	-1,800
2026	2.9	300	400
2031	21.7	2,200	3,000
2036	46.6	4,200	5,700

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26g: Extant comparison goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

Table 26h: Net quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0.0	0.0	0	0
2021	-10.6	0.0	-10.6	-1,300	-1,800
2026	2.9	0.0	2.9	300	400
2031	21.7	0.0	21.7	2,200	3,000
2036	46.6	0.0	46.6	4,200	5,700

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26g) from surplus expenditure (sourced from Table 26e)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26i: Estimated 'capacity' for new comparison goods facilities in Three Rivers

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	54.4	54.4	0.0	0.0
2021	57.9	61.3	0.0	3.4
2026	64.7	74.8	0.0	10.0
2031	72.2	91.1	0.0	18.9
2036	80.5	111.0	0.0	30.5
Study Area Market Share (%)		**1.3%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 1.3% from the Study Area

Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	3.4	400	600
2026	10.0	1,100	1,500
2031	18.9	1,900	2,600
2036	30.5	2,800	3,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26k: Extant comparison goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Total			**992**		**6.4**

Table 26l: Net quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	6.4	-6.4	-900	-1,200
2021	3.4	6.9	-3.4	-400	-600
2026	10.0	7.7	2.4	300	400
2031	18.9	8.6	10.4	1,000	1,400
2036	30.5	9.5	21.0	1,900	2,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26k) from surplus expenditure (sourced from Table 26i)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	437.8	437.8	0.0	0.0
2021	466.0	493.6	0.0	27.6
2026	521.1	601.9	0.0	80.8
2031	581.0	733.5	0.0	152.5
2036	647.8	893.6	0.0	245.8
Study Area Market Share (%)		**10.5%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	27.6	3,500	4,700
2026	80.8	9,100	12,400
2031	152.5	15,300	20,900
2036	245.8	22,200	30,200

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Total			**13,869**		**89.7**

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	89.7	-89.7	-12,000	-16,300
2021	27.6	95.5	-67.9	-8,500	-11,600
2026	80.8	106.8	-26.0	-2,900	-4,000
2031	152.5	119.1	33.4	3,400	4,600
2036	245.8	132.7	113.1	10,200	13,900

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5.500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26q: Estimated 'capacity' for new comparison goods facilities in Watford

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	1,092.2	1,070.3	21.9	0.0
2021	1,162.6	1,206.8	24.0	68.2
2026	1,300.0	1,471.5	28.1	199.6
2031	1,449.5	1,793.3	32.9	376.7
2036	1,616.1	2,184.7	38.5	607.2
Study Area Market Share (%)		**25.8%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 25.8% from the Study Area

Table 26r: Gross quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	68.2	8,500	11,700
2026	199.6	22,400	30,500
2031	376.7	37,800	51,700
2036	607.2	54,700	74,700

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26s: Extant comparison goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
Total			**5,763**		**43.2**

Table 26t: Net quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	43.2	-43.2	-5,800	-7,900
2021	68.2	46.0	22.2	2,800	3,800
2026	199.6	51.4	148.2	16,600	22,700
2031	376.7	57.4	319.3	32,100	43,800
2036	607.2	64.0	543.2	49,000	66,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26s) from surplus expenditure (sourced from Table 26q)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26u: Estimated 'capacity' for new comparison goods facilities in St Albans

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	429.2	417.6	11.6	0.0
2021	456.9	422.8	12.8	-21.3
2026	510.9	515.6	14.9	19.6
2031	569.7	628.3	17.5	76.2
2036	635.1	765.5	20.5	150.8
Study Area Market Share (%)		**9.0%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by St Albans facilities at 9.0% from the Study Area (currently 10.0%)

Table 26v: Gross quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min[1]	Max[2]
2017	0.0	0	0
2021	-21.3	-2,700	-3,600
2026	19.6	2,200	3,000
2031	76.2	7,700	10,400
2036	150.8	13,600	18,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26w: Extant comparison goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**5,763**		**33.9**

Table 26x: Net quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	0.0	33.9	-33.9	-4,500	-6,200
2021	-21.3	36.1	-57.4	-7,200	-9,800
2026	19.6	40.4	-20.8	-2,300	-3,200
2031	76.2	45.0	31.1	3,100	4,300
2036	150.8	50.2	100.6	9,100	12,400

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26w) from surplus expenditure (sourced from Table 26u)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Appendix E | Statistical Tables – Scenario 4

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Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£) Convenience						
	2017	2021	2026	2031	2036	*2016 inc SfT*	*2016*	2017	2021	2026	2031	2036
1	63,649	67,718	72,803	77,889	82,975	*2,064*	*2,004*	1,998	1,972	1,967	1,967	1,973
2	51,994	55,317	59,472	63,626	67,780	*2,063*	*2,003*	1,997	1,970	1,966	1,965	1,971
3	20,825	22,223	23,969	25,716	27,462	*2,252*	*2,187*	2,180	2,151	2,146	2,146	2,152
4	13,439	14,341	15,468	16,595	17,723	*2,409*	*2,339*	2,332	2,301	2,296	2,295	2,302
5	40,486	43,203	46,598	49,994	53,389	*2,011*	*1,953*	1,947	1,921	1,917	1,916	1,922
6	25,405	27,110	29,240	31,371	33,502	*2,214*	*2,150*	2,144	2,115	2,110	2,110	2,116
7	27,350	28,982	31,022	33,063	35,103	*2,285*	*2,219*	2,212	2,183	2,178	2,177	2,183
8	33,601	35,607	38,113	40,620	43,126	*2,324*	*2,257*	2,250	2,220	2,215	2,214	2,221
9	16,314	17,288	18,505	19,722	20,939	*2,663*	*2,586*	2,578	2,544	2,538	2,537	2,545
10	24,080	25,517	27,314	29,110	30,906	*2,288*	*2,222*	2,215	2,186	2,180	2,180	2,186
11	67,203	72,058	78,126	84,195	90,264	*2,163*	*2,100*	2,094	2,066	2,061	2,061	2,067
12	38,306	41,073	44,532	47,992	51,451	*2,306*	*2,239*	2,232	2,203	2,197	2,197	2,203
13	25,440	27,278	29,576	31,873	34,171	*2,444*	*2,373*	2,366	2,335	2,330	2,329	2,336
14	14,691	15,753	17,079	18,406	19,733	*2,379*	*2,310*	2,303	2,272	2,267	2,266	2,273
15	201,793	209,921	218,799	226,809	233,987	*2,034*	*1,975*	1,968	1,942	1,938	1,937	1,943
16	50,286	51,866	53,772	55,511	57,159	*2,370*	*2,301*	2,294	2,264	2,258	2,258	2,264
17	98,752	104,129	110,301	115,553	120,278	*2,249*	*2,184*	2,177	2,148	2,144	2,143	2,149
18	95,887	100,757	106,844	112,931	119,018	*2,269*	*2,203*	2,197	2,168	2,163	2,162	2,168
19	35,284	37,076	39,316	41,556	43,795	*2,292*	*2,226*	2,219	2,189	2,184	2,184	2,190
20	200,121	209,670	220,104	229,504	238,385	*1,945*	*1,888*	1,882	1,858	1,853	1,853	1,858
21	34,234	35,972	38,145	40,319	42,492	*2,372*	*2,303*	2,296	2,265	2,260	2,260	2,266
22	62,274	65,108	68,438	71,558	74,218	*2,118*	*2,057*	2,050	2,023	2,019	2,018	2,024
Total	**1,241,416**	**1,307,966**	**1,387,538**	**1,463,911**	**1,537,855**							

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A

b. Per capita expenditure derived from Experian MMG3 data (2018 report)

c. 2016 Population derived from Experian MMG3 data (2018 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.

d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 15

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Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m) *Convenience*					Growth (£m) *Convenience*			
	2017	2021	2026	2031	2036	2017-2021	2017-2026	2017-2031	2017-2036
1	127.2	133.5	143.2	153.2	163.7	6.3	16.0	26.0	36.5
2	103.8	109.0	116.9	125.0	133.6	5.2	13.1	21.2	29.8
3	45.4	47.8	51.4	55.2	59.1	2.4	6.0	9.8	13.7
4	31.3	33.0	35.5	38.1	40.8	1.7	4.2	6.8	9.5
5	78.8	83.0	89.3	95.8	102.6	4.2	10.5	17.0	23.8
6	54.5	57.3	61.7	66.2	70.9	2.9	7.3	11.7	16.4
7	60.5	63.3	67.6	72.0	76.6	2.8	7.1	11.5	16.1
8	75.6	79.0	84.4	89.9	95.8	3.5	8.8	14.4	20.2
9	42.1	44.0	47.0	50.0	53.3	1.9	4.9	8.0	11.2
10	53.3	55.8	59.6	63.5	67.6	2.4	6.2	10.1	14.2
11	140.7	148.9	161.0	173.5	186.6	8.2	20.3	32.8	45.8
12	85.5	90.5	97.9	105.4	113.4	5.0	12.4	19.9	27.9
13	60.2	63.7	68.9	74.2	79.8	3.5	8.7	14.0	19.6
14	33.8	35.8	38.7	41.7	44.9	2.0	4.9	7.9	11.0
18	210.6	218.4	231.1	244.2	258.1	7.8	20.4	33.5	47.4
19	78.3	81.2	85.9	90.7	95.9	2.9	7.6	12.5	17.6
21	78.6	81.5	86.2	91.1	96.3	2.9	7.6	12.5	17.7
Inner Study Area Total	1360.2	1425.6	1526.3	1629.8	1738.8	65.4	166.1	269.6	378.5
15	397.2	407.8	424.0	439.4	454.7	10.5	26.8	42.2	57.4
16	115.4	117.4	121.4	125.3	129.4	2.1	6.1	10.0	14.1
17	215.0	223.7	236.4	247.6	258.5	8.7	21.4	32.6	43.5
20	376.7	389.5	407.9	425.2	443.0	12.8	31.2	48.5	66.2
22	127.7	131.7	138.1	144.4	150.2	4.0	10.5	16.7	22.5
Study Area Total	**2592.2**	**2695.7**	**2854.2**	**3011.8**	**3174.5**	**103.5**	**262.1**	**419.7**	**582.3**

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m) *Convenience (2017)*		
	Main	Top-up	Total
1	105.8	21.4	127.2
2	88.3	15.5	103.8
3	33.8	11.6	45.4
4	25.4	5.9	31.3
5	64.0	14.8	78.8
6	45.3	9.1	54.5
7	49.1	11.4	60.5
8	63.0	12.6	75.6
9	32.6	9.5	42.1
10	43.6	9.7	53.3
11	119.5	21.3	140.7
12	62.7	22.8	85.5
13	47.9	12.3	60.2
14	25.7	8.1	33.8
15	334.1	63.2	397.2
16	93.5	21.8	115.4
17	172.4	42.6	215.0
18	172.0	38.6	210.6
19	63.7	14.6	78.3
20	297.3	79.4	376.7
21	66.3	12.3	78.6
22	106.9	20.8	127.7
Total	**2,112.9**	**479.3**	**2,592.2**

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questlons 9 and 15 of the NEMS Household Survey (December 2017)

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Table 3: Convenience goods shopping patterns

Destination	Total Main food (%)	Total Top-up (%)	Total Convenience (%)	Zone 1 Main food (%)	Zone 1 Top-up (%)	Zone 2 Main food (%)	Zone 2 Top-up (%)	Zone 3 Main food (%)	Zone 3 Top-up (%)	Zone 4 Main food (%)	Zone 4 Top-up (%)	Zone 5 Main food (%)	Zone 5 Top-up (%)	Zone 6 Main food (%)	Zone 6 Top-up (%)	Zone 7 Main food (%)	Zone 7 Top-up (%)	Zone 8 Main food (%)	Zone 8 Top-up (%)	Zone 9 Main food (%)	Zone 9 Top-up (%)	Zone 10 Main food (%)	Zone 10 Top-up (%)	Zone 11 Main food (%)	Zone 11 Top-up (%)	Zone 12 Main food (%)	Zone 12 Top-up (%)	Zone 13 Main food (%)	Zone 13 Top-up (%)	Zone 14 Main food (%)	Zone 14 Top-up (%)	Zone 15 Main food (%)	Zone 15 Top-up (%)	Zone 16 Main food (%)	Zone 16 Top-up (%)	Zone 17 Main food (%)	Zone 17 Top-up (%)	Zone 18 Main food (%)	Zone 18 Top-up (%)	Zone 19 Main food (%)	Zone 19 Top-up (%)	Zone 20 Main food (%)	Zone 20 Top-up (%)	Zone 21 Main food (%)	Zone 21 Top-up (%)	Zone 22 Main food (%)	Zone 22 Top-up (%)
Study Area																																															
Zone 1 | Watford South																																															
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Watford Town Centre	0.0%	2.0%	0.4%	0.0%	31.1%	0.5%	18.1%	0.0%	4.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, High Street, Watford	0.4%	0.2%	0.4%	2.9%	1.8%	5.6%	1.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Ascot Road, Watford	1.9%	0.8%	1.7%	15.4%	11.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	10.2%	2.3%	1.0%	5.2%	1.4%	2.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Albert Road South, Watford	1.2%	0.2%	1.1%	12.1%	4.5%	1.4%	0.0%	6.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	5.2%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, High Street, Watford	0.1%	0.0%	0.1%	1.2%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Whippendell Road, Watford	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Lower High Street, Watford	3.6%	0.8%	3.2%	23.4%	17.2%	15.9%	0.8%	37.4%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	24.1%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 1	0.0%	0.1%	0.1%	0.0%	2.1%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**7.4%**	**4.2%**	**7.0%**	**54.9%**	**68.5%**	**24.3%**	**21.4%**	**52.3%**	**9.4%**	**1.7%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**38.9%**	**10.2%**	**33.2%**	**5.1%**	**7.1%**	**2.4%**	**16.9%**	**0.0%**	**2.4%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**2.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 2 | Watford North																																														
Co-op, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Odhams Industrial Estate, St Albans Road, Watford	3.4%	0.4%	2.9%	11.1%	0.0%	49.1%	8.7%	1.1%	0.0%	4.3%	1.2%	0.7%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	3.2%	0.0%	14.5%	2.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Co-op, Abbotswood Park, Leavesden, Watford	0.0%	0.3%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Grossarmers, Garston, Watford	0.0%	0.1%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Cow Lane, Watford	2.1%	1.4%	2.0%	15.8%	6.9%	20.8%	26.1%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.8%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%
Tesco Express, St. Albans Road, Watford	0.2%	0.4%	0.2%	3.0%	0.9%	0.0%	10.2%	2.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.0%	0.2%	0.0%	0.0%	2.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 2	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**5.8%**	**2.9%**	**5.3%**	**29.9%**	**14.9%**	**69.6%**	**55.3%**	**19.8%**	**0.0%**	**5.3%**	**1.2%**	**0.7%**	**0.0%**	**0.0%**	**1.2%**	**9.2%**	**0.8%**	**0.6%**	**1.3%**	**3.2%**	**0.0%**	**21.2%**	**5.8%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3 | Bushey & Aldenham																																														
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Costco, Hartspring Lane, Bushey, Watford	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Harcourt Road, Bushey, Watford	0.0%	0.4%	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	23.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 3	0.0%	0.3%	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.0%**	**1.2%**	**0.4%**	**0.0%**	**2.1%**	**0.0%**	**0.8%**	**0.8%**	**52.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**1.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4 | Radlett & Shenley																																														
Tesco Express, Watling Street, Radlett	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.4%	23.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens, Watling Street, Radlett	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	27.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Radlett Town Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Andrew Close, Shenley, Radlett	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	11.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.1%**	**1.1%**	**0.4%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**2.0%**	**10.9%**	**71.5%**	**1.0%**	**7.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5 | Borehamwood & Elstree																																														
Sainsbury's Superstore, Shenley Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	4.0%	3.5%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Leeming Road, Borehamwood	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Organ Hall Road, Borehamwood	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Shenley Road, Borehamwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	0.5%	0.6%	0.5%	0.0%	0.0%	0.0%	1.0%	2.6%	0.9%	11.0%	10.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	0.0%	0.0%
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	5.2%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Stirling Way, Borehamwood	0.6%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.0%	0.9%	8.0%	8.8%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.4%	2.9%	0.0%	0.0%
Tesco Extra, Shenley Road, Borehamwood	3.5%	0.8%	2.9%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	18.9%	3.5%	70.2%	16.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	1.7%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 5	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Sub-total	**4.7%**	**4.1%**	**4.6%**	**0.0%**	**0.0%**	**0.0%**	**7.1%**	**16.1%**	**33.8%**	**11.4%**	**89.9%**	**86.8%**	**3.7%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.8%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**8.3%**	**7.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6 | Potters Bar																																														
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	27.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Potters Bar	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.3%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Mutton Lane, Potters Bar	1.3%	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	47.7%	36.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	2.0%	1.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Darkes Lane, Potters Bar	0.5%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Other stores, Zone 6	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	13.7%	0.0%	0.0%	0.0%	0.0%
Sub-total	**1.9%**	**1.6%**	**2.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**1.2%**	**0.0%**	**80.5%**	**83.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**17.6%**	**21.5%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 7 | Rickmansworth																																														
Iceland, High Street, Rickmansworth	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.5%	0.0%	0.0%	1.5%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, New Road, Croxley Green	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	20.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Rickmansworth Town Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	0.1%	0.7%	0.2%	0.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%

| Destination | | |

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 4: Convenience goods expenditure

Destination	Total		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 21		Inner Study Area		Zone 15		Zone 16		Zone 17		Zone 20		Zone 22	
	Main food (£m)	Top-up (£m)	Convenience (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main Food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)
Study Area																																																				
Zone 1 | Watford South																																																			
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Watford Town Centre	0.6	10.0	10.6	0.0	6.6	0.4	2.8	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, High Street, Watford	8.7	0.9	9.6	3.1	0.4	5.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ascot Road, Watford	41.0	4.0	44.9	16.3	2.5	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.3	1.2	1.4	0.1	1.7	0.1	1.3	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	41.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Albert Road South, Watford	27.8	1.1	28.9	12.8	1.0	1.2	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	3.3	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.8	1.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Watford	3.2	0.0	3.2	1.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Whippendell Road, Watford	0.5	0.3	0.8	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Lower High Street, Watford	76.7	4.2	82.8	24.7	3.7	14.0	0.1	12.6	0.2	0.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	15.2	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 1	0.7	0.8	1.5	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**161.4**	**21.2**	**182.6**	**58.1**	**14.6**	**21.5**	**3.3**	**17.7**	**1.1**	**0.4**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**19.1**	**1.2**	**20.9**	**0.6**	**2.3**	**0.2**	**7.4**	**0.0**	**2.9**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**151.8**	**21.2**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**8.6**	**0.0**	**0.0**	**0.0**
Zone 2 | Watford North																																																			
Co-op, St. Albans Road, Watford	0.0	0.8	0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Odhams Industrial Estate, St Albans Road, Watford	73.0	1.6	74.7	11.7	0.0	43.4	1.3	0.4	0.0	1.1	0.1	0.5	0.0	0.0	0.0	3.5	0.0	0.0	0.0	1.0	0.0	6.3	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.4	1.6	0.0	0.0	0.7	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Co-op, Abbotswood Park, Leavesden, Watford	0.0	1.3	1.3	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Grassmans, Garston, Watford	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Cow Lane, Watford	46.4	6.5	53.0	16.8	1.5	18.2	4.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.4	5.6	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.9	0.0	0.0
Tesco Express, St. Albans Road, Watford	4.2	1.8	6.0	3.2	0.2	0.0	1.6	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Dome Roundabout, St. Albans Road, Watford	0.4	0.9	1.3	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 2	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**124.0**	**13.7**	**137.7**	**31.6**	**3.2**	**61.5**	**8.6**	**6.7**	**0.0**	**1.3**	**0.1**	**0.5**	**0.0**	**0.0**	**0.1**	**4.5**	**0.1**	**0.4**	**0.2**	**1.0**	**0.0**	**9.2**	**0.6**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**118.4**	**12.7**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**5.0**	**0.9**	**0.0**	**0.0**
Zone 3 | Bushey & Aldenham																																																			
Tesco Express (Esso), High Road, Bushey Heath, Bushey	0.3	2.4	2.6	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Costco, Hartspring Lane, Bushey, Watford	0.9	0.4	1.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	0.0	3.0	3.0	0.0	0.3	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 3	0.0	2.5	2.5	0.0	0.2	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.1**	**8.3**	**9.4**	**0.0**	**0.4**	**0.0**	**0.1**	**0.3**	**6.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**
Zone 4 | Radlett & Shenley																																																			
Tesco Express, Watling Street, Radlett	0.6	1.9	2.5	0.0	0.0	0.0	0.0	0.0	0.2	0.6	1.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Budgens, Watling Street, Radlett	2.8	1.6	4.4	0.0	0.0	0.0	0.0	0.0	0.0	2.2	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Radlett Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	0.0	1.6	1.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.4**	**5.9**	**9.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.2**	**2.8**	**4.2**	**0.6**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**5.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5 | Borehamwood & Elstree																																																			
Sainsbury's Superstore, Shenley Road, Borehamwood	1.2	1.7	2.8	0.0	0.0	0.0	0.0	0.3	0.5	0.9	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Leeming Road, Borehamwood	0.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Organ Hall Road, Borehamwood	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Shenley Road, Borehamwood	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	9.8	3.2	13.0	0.0	0.0	0.0	0.0	0.7	0.1	7.0	1.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	1.9	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.3	0.0	0.0
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1.2	3.7	4.9	0.0	0.0	0.0	0.0	0.0	1.2	1.2	0.4	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Stirling Way, Borehamwood	12.8	3.7	16.5	0.0	0.0	0.0	0.1	1.0	0.1	5.1	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	8.6	1.5	0.0	0.0	0.0	0.0	0.0	0.0	4.2	2.3	0.0	0.0
Tesco Extra, Shenley Road, Borehamwood	71.5	4.1	75.6	0.0	0.0	2.1	0.0	4.8	0.2	44.9	2.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	53.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	18.5	1.3	0.0	0.0
Other stores, Zone 5	0.0	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Sub-total	**96.9**	**21.5**	**118.3**	**0.0**	**0.0**	**2.4**	**1.9**	**8.6**	**0.7**	**57.5**	**12.9**	**1.7**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**72.1**	**15.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.8**	**5.9**	**0.0**	**0.0**
Zone 6 | Potters Bar																																																		
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	1.7	2.5	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Potters Bar	0.8	1.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Mutton Lane, Potters Bar	33.5	3.6	37.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	21.6	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	0.3	0.0	0.0	30.6	3.6	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Sainsbury's Superstore, Darkes Lane, Potters Bar	14.8	1.7	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.0	0.0	14.8	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other stores, Zone 6	0.7	2.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.0	0.0	0.0	0.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**51.6**	**11.0

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South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 5: Convenience goods benchmark

Destination *Inner Study Area*	Gross Floorspace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Zone 1 | Watford South								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,456	4.1	0.3	0.0	-3.8
Local shops, Watford Town Centre					10.6	10.6	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,876	9.0	9.6	0.0	0.6
Morrisons, Ascot Road, Watford	6,733	3,941	3,153	11,695	36.9	44.9	0.0	8.1
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	10,492	25.2	28.9	0.0	3.7
Tesco Express, High Street, Watford	288	201	191	11,559	2.2	3.2	0.0	1.0
Tesco Express, Whippendell Road, Watford	247	175	166	11,559	1.9	0.8	0.0	-1.1
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	11,559	61.9	82.8	0.0	20.9
Other stores, Zone 1					1.5	1.5	0.0	0.0
Sub-total					**153.3**	**182.6**	**0.0**	**29.4**
Zone 2 | Watford North								
Co-op, St. Albans Road, Watford	547	329	313	9,862	3.1	0.8	0.0	-2.3
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	12,674	111.0	74.7	0.0	-36.3
Co-op, Abbotswood Park, Leavesden, Watford	547	329	313	9,862	3.1	1.3	0.0	-1.8
Co-op, The Gossamers, Garston, Watford	209	123	117	9,862	1.2	0.5	0.0	-0.6
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,696	10,492	28.3	53.0	0.0	24.7
Tesco Express, St. Albans Road, Watford	255	140	133	11,559	1.5	6.0	0.0	4.5
Waitrose, Dome Roundabout, St. Albans Road, Watford	200	125	119	12,456	1.5	1.3	0.0	-0.2
Other stores, Zone 2					0.2	0.2	0.0	0.0
Sub-total					**149.8**	**137.7**	**0.0**	**-12.1**
Zone 3 | Bushey & Aldenham								
Tesco Express (Esso), High Road, Bushey Heath, Bushey	250	150	143	11,559	1.6	2.6	0.0	1.0
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	11,559	1.4	3.0	0.0	1.6
Other stores, Zone 3					2.5	2.5	0.0	0.0
Sub-total					**6.8**	**9.4**	**0.0**	**2.6**
Zone 4 | Radlett & Shenley								
Tesco Express, Watling Street, Radlett	504	259	246	11,559	2.8	2.5	0.0	-0.3
Budgens, Watling Street, Radlett	773	355	337	9,500	3.2	4.4	0.0	1.2
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	11,559	2.6	1.6	0.0	-1.0
Sub-total					**9.4**	**9.3**	**0.0**	**-0.1**
Zone 5 | Borehamwood & Elstree								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	10,492	2.2	2.8	0.0	0.6
Co-op, Leeming Road, Borehamwood	386	207	197	9,862	1.9	1.5	0.0	-0.4
Co-op, Organ Hall Road, Borehamwood	150	90	86	9,862	0.8	0.6	0.0	-0.2
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,393	2.9	0.6	0.0	-2.3
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,258	900	720	4,800	3.5	13.0	0.0	9.5
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,876	7.7	4.9	0.0	-2.8
Morrisons, Stirling Way, Borehamwood	6,734	3,941	3,153	11,695	36.9	16.5	0.0	-20.4
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	11,559	73.1	75.6	0.0	2.5
Other stores, Zone 5					2.8	2.8	0.0	0.0
Sub-total					**131.8**	**118.3**	**0.0**	**-13.5**
Zone 6 | Potters Bar								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	11,559	2.6	4.2	0.0	1.6
Co-op, High Street, Potters Bar	353	186	177	9,862	1.7	1.9	0.0	0.2
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	11,559	31.5	37.2	0.0	5.6
Sainsbury's Superstore, Darkes Lane, Potters Bar	3,152	1,943	1,399	10,492	14.7	16.5	0.0	1.9
Other stores, Zone 6					2.8	2.8	0.0	0.0
Sub-total					**53.3**	**62.6**	**0.0**	**9.3**
Zone 7 | Rickmansworth								
Iceland, High Street, Rickmansworth	516	307	298	6,393	1.9	3.6	0.0	1.7
Co-op, New Road, Croxley Green	335	203	193	9,862	1.9	3.5	0.0	1.6
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	250	150	143	10,876	1.5	5.8	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,876	12.4	4.9	0.0	-7.5
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth	3,847	2,354	1,789	11,559	20.7	29.7	0.0	9.0
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,456	24.6	20.4	0.0	-4.3
Other stores, Zone 7					1.8	1.8	0.0	0.0
Sub-total					**65.8**	**70.5**	**0.0**	**4.7**
Zone 8 | Batchworth Heath & South Oxhey								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,456	15.1	39.4	0.0	24.3
Co-op, St. Andrews Road, South Oxhey, Watford	548	364	346	9,862	3.4	2.1	0.0	-1.3
Co-op, The Parade, Carpenders Park, Watford	438	291	276	9,862	2.7	9.0	0.0	6.2
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	11,559	1.6	4.5	0.0	2.8
Sub-total					**22.9**	**54.9**	**0.0**	**32.0**
Zone 9 | Chaorleywood & Sarratt								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	11,559	2.0	5.3	0.0	3.2
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	9,862	3.6	4.4	0.0	0.8
Other stores, Zone 9					1.0	1.0	0.0	0.0
Sub-total					**6.7**	**10.8**	**0.0**	**4.1**
Zone 10 | Kings Langley & Abbots Langley								
Tesco Express, College Road, Abbots Langley	461	253	240	11,559	2.8	3.5	0.0	0.7
Budgens, High Street, Abbots Langley	519	250	238	9,500	2.3	5.4	0.0	3.2
Other stores, Zone 10					3.9	3.9	0.0	0.0
Sub-total					**8.9**	**12.8**	**0.0**	**3.9**
Zone 11 | Hemel Hempstead								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,876	9.0	3.8	0.0	-5.2
Aldi, London Road, Hemel Hempstead	1,430	986	789	8,540	6.7	33.9	0.0	27.2
Aldi, Redbourn Road, Hemel Hempstead	1,422	980	784	8,540	6.7	29.3	0.0	22.6
Asda, Hillfield Road, Hemel Hempstead	3,849	2,345	1,571	12,674	19.9	15.2	0.0	-4.7
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead	200	125	119	9,862	1.2	0.7	0.0	-0.5
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	9,862	1.6	0.7	0.0	-0.8
Co-op, The Heights, Hemel Hempstead	208	140	133	9,862	1.3	0.5	0.0	-0.9
Co-op, The Queen's Square, Adeyfield, Hemel Hempstead	448	294	279	9,862	2.8	1.5	0.0	-1.2
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,393	4.4	2.2	0.0	-2.2
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,876	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Apsley Mills, Hemel Hempstead	7,619	4,696	3,381	10,492	35.5	73.5	0.0	38.0

Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,750	10,492	18.4	8.8	0.0	-9.6
Tesco Express, Fletcher Way, Hemel Hempstead	311	171	162	11,559	1.9	0.5	0.0	-1.4
Tesco Express, The Denes, Barnacre Road, Hemel Hempstead	265	183	174	11,559	2.0	1.1	0.0	-0.9
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	11,559	3.1	2.1	0.0	-1.0
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	11,559	57.7	63.5	0.0	5.8
Other stores, Zone 11					8.0	8.0	0.0	0.0
Sub-total					**181.7**	**245.4**	**0.0**	**63.8**
Zone 12 | Hemel Hempstead Fringe								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	9,862	1.5	1.8	0.0	0.3
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	229	218	11,559	2.5	6.7	0.0	4.2
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	11,559	2.0	3.0	0.0	1.0
Other stores, Zone 12					2.0	2.0	0.0	0.0
Sub-total					**8.0**	**13.4**	**0.0**	**5.4**
Zone 13 | Berkhamsted								
Waitrose, St John's Well Lane, Berkhamsted	4,602	2,633	2,159	12,456	26.9	53.8	0.0	26.9
M&S Simply Food, High Street, Berkhamsted	1,784	1,109	1,054	10,876	11.5	6.0	0.0	-5.4
Tesco Express, High Street, Northchurch, Berkhamsted	261	182	173	11,559	2.0	7.5	0.0	5.5
Tesco Metro, High Street, Berkhamsted	2,506	1,445	1,098	11,559	12.7	5.0	0.0	-7.7
						0.0		
Sub-total					**53.0**	**72.2**	**0.0**	**19.2**
Zone 14 | Tring								
Co-op, Silk Mill Way, Tring	252	184	175	9,862	1.7	0.4	0.0	-1.3
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,876	6.6	9.2	0.0	2.6
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	11,559	12.9	49.2	0.0	36.3
Other stores, Zone 14					1.4	1.4	0.0	0.0
Sub-total					**22.6**	**60.2**	**0.0**	**37.6**
Zone 18 | St Albans								
Co-op, Cell Barnes Lane, St. Albans	210	149	142	9,862	1.4	3.0	0.0	1.6
Co-op, High Street, Redbourn, St. Albans	240	140	133	9,862	1.3	0.6	0.0	-0.8
Co-op, Park Street, How Wood, St. Albans	168	106	101	9,862	1.0	3.0	0.0	2.1
Iceland, Victoria Street, St. Albans	1,012	506	491	6,393	3.1	1.1	0.0	-2.1
Marks & Spencer (BP), Verluam Road, St. Albans	100	70	67	10,876	0.7	0.4	0.0	-0.3
Marks & Spencer, St. Peter's Street, St. Albans	943	566	538	10,876	5.8	4.8	0.0	-1.1
Morrisons, Hatfield Road, St. Albans	6,490	3,799	3,039	11,695	35.5	66.0	0.0	30.5
Sainsbury's Local, Marshalswick Lane, St. Albans	399	184	175	10,492	1.8	3.6	0.0	1.7
Sainsbury's, Everard Close, St. Albans	7,085	4,367	3,144	10,492	33.0	52.9	0.0	19.9
Tesco Express, Beech Road, St. Albans	359	251	238	11,559	2.8	3.0	0.0	0.2
Tesco Express, Hatfield Road, St. Albans	458	320	304	11,559	3.5	1.8	0.0	-1.7
Tesco Express, Luton Road, Harpenden	300	170	162	11,559	1.9	4.0	0.0	2.1
Tesco Express, St. Bredlades Place, Jersey Farm Estate, St. Albans	399	280	266	11,559	3.1	0.7	0.0	-2.3
Tesco Metro, St. Peters Street, St. Albans	1,954	1,127	857	11,559	9.9	10.8	0.0	0.9
Waitrose, Ermine Close, Mayne Avenue, St. Albans	3,392	1,940	1,591	12,456	19.8	20.2	0.0	0.4
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 18					3.6	3.6	0.0	0.0
Sub-total					**129.6**	**180.7**	**0.0**	**51.1**
Zone 19 | London Colney Fringe								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	9,862	1.3	2.8	0.0	1.6
Co-op, Haseldine Road, London Colney, St. Albans	143	89	80	9,862	0.8	1.2	0.0	0.4
Marks & Spencer, Barnet Road, London Colney, St. Albans	3,290	1,974	1,875	10,876	20.4	3.5	2.6	-14.2
Sainsbury's, Colney Fields Shopping Park, London Colney	15,017	8,420	6,063	10,492	63.6	44.5	33.4	14.3
Tesco Express, High Street, London Colney	263	184	175	11,559	2.0	0.3	0.0	-1.7
Other stores, Zone 19					0.4	0.4	0.0	0.0
Sub-total					**88.5**	**52.8**	**36.0**	**0.3**
Zone 21 | Harpenden								
Co-op, Lower Luton Road, Batford, Harpenden	227	156	148	9,862	1.5	1.0	0.0	-0.4
Tesco Express, High Street, Wheathampstead	307	168	160	11,559	1.8	1.0	0.0	-0.9
Tesco Express, Lower Luton Road, Batford, Harpenden	551	236	224	11,559	2.6	2.0	0.0	-0.6
Local shops, Wheathampstead Village Centre					0.5	0.5	0.0	0.0
Co-op, Southdown Road, Harpenden	2,172	1,307	1,176	9,862	11.6	12.0	0.0	0.4
M&S Simply Food, Church Green Parade, Harpenden	694	496	471	10,876	5.1	1.9	0.0	-3.2
Marks & Spencer (BP), Luton Road, Townsend, Harpenden	100	70	67	10,876	0.7	0.3	0.0	-0.4
Sainsbury's Superstore, High Street, Harpenden	4,586	2,827	2,035	10,492	21.4	44.3	0.0	23.0
Waitrose, Leyton Road, Harpenden	2,680	1,533	1,257	12,456	15.7	23.7	0.0	8.0
Sub-total					**60.8**	**86.7**	**0.0**	**25.8**
Total | Inner Study Area					**1,153.0**	**1,380.5**	**36.0**	**263.5**
Sub Total | Watford Borough					303.1	320.3	0.0	17.2
Sub Total | Hertsmere Borough					201.4	199.7	0.0	-1.7
Sub Total | Three Rivers District					104.3	149.1	0.0	44.7
Sub Total | Dacorum Borough					265.3	391.3	0.0	125.9
Sub Total | St Albans District					278.9	320.1	36.0	77.3

Notes:

a. Gross floorspace derived from StorePoint database, Council records or Nexus Planning assessment

b. Net floorspace derived from StorePoint database or Council records where available or based on Nexus Planning professional judgement

c. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers 2015 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience goods and local foodstore which are assumed to have 95% of net sales dedicated to convenience. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods, which correlates with our experience elsewhere

d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived for all retailers except Lidl and Aldi from Verdict UK Food & Grocery Retailers 2015, and for Lidl and Aldi from Mintel Retail Rankings 2015.

e. It has been assumed that all unnamed and local convenience stores within a centre (including B&M, Bargain Booze, Budgens, Costco, Heron Foods, One Stop) are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that ientified by the survey)

f. Survey derived performance of stores calculated by addiing together 'main' and 'top up' turnover as set out in Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6a: Estimated 'capacity' for new convenience goods facilities in South West Hertfordshire (all five authority areas)

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,153.0	1,380.5	36.0	141.5	121.9
2021	1,148.4	1,435.6	36.5	141.0	182.7
2026	1,149.6	1,520.0	36.9	141.1	266.3
2031	1,155.3	1,603.9	37.4	141.8	344.2
2036	1,161.1	1,690.6	37.8	142.5	424.7
Study Area Market Share (%)		**53.3**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by South West Hertfordshire facilities at 53.3% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within the five authority areas from Table 5

2016 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	121.9	10,500	13,400
2021	182.7	15,800	20,100
2026	266.3	23,000	29,200
2031	344.2	29,600	37,600
2036	424.7	36,300	46,100

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6c: Extant convenience goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**8,029**		**60.3**

2016 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	121.9	60.3	61.7	5,300	6,800
2021	182.7	60.1	122.6	10,600	13,500
2026	266.3	60.1	206.1	17,800	22,600
2031	344.2	60.4	283.8	24,400	31,000
2036	424.7	60.7	364.0	31,100	39,500

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6e: Estimated 'capacity' for new convenience goods facilities in Hertsmere

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	201.4	199.7	0.0	24.5	-26.2
2021	200.6	207.7	0.0	24.4	-17.4
2026	200.8	219.9	0.0	24.7	-5.6
2031	201.8	232.0	0.0	24.8	5.4
2036	202.8	244.5	0.0	24.9	16.8
Study Area Market Share (%)		**7.7**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Hertsmere facilities at 7.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Herstmere from Table 5

2016 Prices

Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.2	-2,300	-2,900
2021	-17.4	-1,500	-1,900
2026	-5.6	-500	-600
2031	5.4	500	600
2036	16.8	1,400	1,800

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6g: Extant convenience goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

2016 Prices

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	-26.2	0.0	-26.2	-2,300	-2,900
2021	-17.4	0.0	-17.4	-1,500	-1,900
2026	-5.6	0.0	-5.6	-500	-600
2031	5.4	0.0	5.4	500	600
2036	16.8	0.0	16.8	1,400	1,800

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6i: Estimated 'capacity' for new convenience goods facilities in Three Rivers

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	104.3	149.1	0.0	44.6	0.1
2021	103.9	155.0	0.0	44.5	6.6
2026	104.0	164.1	0.0	44.5	15.6
2031	104.5	173.2	0.0	44.7	23.9
2036	105.0	182.5	0.0	45.0	32.5
Study Area Market Share (%)		**5.8**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 5.7% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Three Rivers from Table 5

2016 Prices

Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.1	0	0
2021	6.6	600	700
2026	15.6	1,300	1,700
2031	23.9	2,100	2,600
2036	32.5	2,800	3,500

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6k: Extant convenience goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Total			**880**		**4.2**

2016 Prices

Table 6l: Net quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.1	4.2	-4.1	-400	-500
2021	6.6	4.2	2.4	200	300
2026	15.6	4.2	11.4	1,000	1,300
2031	23.9	4.2	19.7	1,700	2,100
2036	32.5	4.3	28.3	2,400	3,100

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	265.3	391.3	0.0	125.9
2021	264.3	406.9	0.0	142.6
2026	264.5	430.8	0.0	166.3
2031	265.9	454.6	0.0	188.7
2036	267.2	479.2	0.0	212.0
Study Area Market Share (%)		**15.1**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 15.1% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Dacorum from Table 5
2016 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	125.9	10,900	13,800
2021	142.6	12,300	15,700
2026	166.3	14,400	18,200
2031	188.7	16,200	20,600
2036	212.0	18,100	23,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2016 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7

Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Total			**4,159**		**30.1**

2016 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	125.9	30.1	95.8	8,300	10,500
2021	142.6	30.0	112.6	9,700	12,400
2026	166.3	30.0	136.3	11,800	14,900
2031	188.7	30.2	158.6	13,600	17,300
2036	212.0	30.3	181.6	15,500	19,700

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6q: Estimated 'capacity' for new convenience goods facilities in Watford

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	303.1	320.3	0.0	17.2
2021	301.9	333.1	0.0	31.2
2026	302.2	352.7	0.0	50.5
2031	303.7	372.2	0.0	68.5
2036	305.2	392.3	0.0	87.1
Study Area Market Share (%)		**12.4**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 12.3% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Watford from Table 5

2016 Prices

Table 6r: Gross quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	17.2	1,500	1,900
2021	31.2	2,700	3,400
2026	50.5	4,400	5,500
2031	68.5	5,900	7,500
2036	87.1	7,500	9,500

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6s: Extant convenience goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
Total			**1,441**		**13.0**

2016 Prices

Table 6t: Net quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	17.2	13.0	4.3	400	500
2021	31.2	12.9	18.3	1,600	2,000
2026	50.5	12.9	37.6	3,300	4,100
2031	68.5	13.0	55.5	4,800	6,100
2036	87.1	13.1	74.0	6,300	8,000

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6u: Estimated 'capacity' for new convenience goods facilities in St Albans

Year	Benchmark Turnover (£m)[1]	Survey Turnover (£m)[2]	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	278.9	320.1	36.0	72.3	4.9
2021	277.8	332.9	36.5	72.1	19.5
2026	278.1	352.5	36.9	72.1	39.2
2031	279.5	372.0	37.4	72.5	57.4
2036	280.9	392.1	37.8	72.9	76.1
Study Area Market Share (%)		**12.4**			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by St Albans facilities at 12.3% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within St Albans from Table 5

2016 Prices

Table 6v: Gross quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	4.9	400	500
2021	19.5	1,700	2,100
2026	39.2	3,400	4,300
2031	57.4	4,900	6,300
2036	76.1	6,500	8,300

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6w: Extant convenience goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Griffiths Way South	5/2016/3386	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			**1,921**		**13.0**

2016 Prices

Table 6x: Net quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	4.9	13.0	-8.1	-700	-900
2021	19.5	12.9	6.6	600	700
2026	39.2	13.0	26.2	2,300	2,900
2031	57.4	13.0	44.3	3,800	4,800
2036	76.1	13.1	63.0	5,400	6,800

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 7a: Population

Zone	Population				
	2017	2021	2026	2031	2036
1	63,649	67,718	72,803	77,889	82,975
2	51,994	55,317	59,472	63,626	67,780
3	20,825	22,223	23,969	25,716	27,462
4	13,439	14,341	15,468	16,595	17,723
5	40,486	43,203	46,598	49,994	53,389
6	25,405	27,110	29,240	31,371	33,502
7	27,350	28,992	31,022	33,063	35,103
8	33,601	35,607	38,113	40,620	43,126
9	16,314	17,288	18,505	19,722	20,939
10	24,080	25,517	27,314	29,110	30,906
11	67,203	72,058	78,126	84,195	90,264
12	38,306	41,073	44,532	47,992	51,451
13	25,440	27,278	29,576	31,873	34,171
14	14,691	15,753	17,079	18,406	19,733
15	201,793	209,921	218,799	226,809	233,987
16	50,286	51,886	53,772	55,511	57,159
17	98,752	104,129	110,301	115,553	120,278
18	95,887	100,757	106,844	112,931	119,018
19	35,284	37,076	39,316	41,556	43,795
20	200,121	209,670	220,104	229,504	238,385
21	34,234	35,972	38,145	40,319	42,492
22	62,274	65,108	68,436	71,558	74,218
Total	**1,241,416**	**1,307,966**	**1,387,538**	**1,463,911**	**1,537,855**

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)							
	2017 with SIT								2017								2021								2026								2031							
	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CD etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	1,086	198	999	409	147	281	216	301	**3,635**	925	168	851	348	125	239	184	256	**3,097**	990	180	911	373	134	256	197	274	**3,314**	1,150	209	1,059	433	155	297	229	319	**3,851**	1,338	244	1,235	505	181	347	267	372	**4,489**	1,566	285	1,442	590	212	405	312	434	**5,245**
2	1,028	182	1,019	424	133	289	201	292	**3,568**	876	155	868	361	114	246	171	249	**3,040**	937	166	929	387	121	263	183	266	**3,253**	1,089	193	1,080	449	141	306	213	310	**3,781**	1,267	225	1,259	524	165	357	249	361	**4,407**	1,483	263	1,470	612	192	417	290	422	**5,149**
3	1,207	250	1,156	498	169	332	286	372	**4,269**	1,029	213	985	424	144	283	244	317	**3,637**	1,101	228	1,054	454	154	303	261	339	**3,892**	1,279	264	1,225	527	179	352	303	394	**4,524**	1,486	308	1,429	615	208	410	354	459	**5,272**	1,742	360	1,669	718	243	479	413	536	**6,161**
4	1,436	297	1,308	543	178	375	342	422	**4,501**	1,223	253	1,115	462	152	319	291	360	**4,175**	1,309	270	1,193	495	162	342	312	385	**4,468**	1,521	314	1,386	575	189	397	362	448	**5,193**	1,770	366	1,617	671	220	463	422	522	**6,052**	2,072	428	1,888	783	257	541	493	610	**7,072**
5	1,025	185	989	406	127	288	200	277	**3,498**	873	158	843	346	108	245	171	236	**2,980**	935	169	902	371	116	262	183	253	**3,189**	1,086	196	1,048	431	134	305	212	294	**3,706**	1,264	229	1,223	502	157	356	248	342	**4,320**	1,479	267	1,428	587	183	415	289	400	**5,048**
6	1,091	227	1,063	476	163	320	266	337	**3,942**	929	193	906	405	139	272	227	287	**3,359**	994	207	970	434	149	291	243	307	**3,594**	1,156	240	1,127	504	173	339	282	357	**4,177**	1,345	280	1,314	588	202	395	329	416	**4,868**	1,574	328	1,535	686	235	461	384	486	**5,689**
7	1,210	259	1,177	494	167	328	285	398	**4,295**	1,031	204	1,002	421	142	279	242	338	**3,659**	1,103	218	1,073	450	152	299	259	361	**3,916**	1,282	253	1,247	523	177	347	301	420	**4,551**	1,462	295	1,454	611	206	405	352	490	**5,304**	1,746	345	1,698	713	240	473	411	572	**6,198**
8	1,241	256	1,114	497	143	362	275	399	**4,287**	1,057	218	949	423	122	308	235	340	**3,652**	1,132	233	1,016	453	130	330	251	364	**3,908**	1,315	271	1,181	526	151	383	292	423	**4,542**	1,530	316	1,377	614	177	447	340	493	**5,294**	1,791	369	1,608	717	206	522	398	576	**6,186**
9	1,582	343	1,461	608	208	429	389	438	**5,457**	1,348	292	1,245	518	177	366	332	373	**4,650**	1,443	312	1,332	554	189	391	355	399	**4,976**	1,676	363	1,548	644	220	455	412	464	**5,783**	1,951	423	1,806	751	257	530	481	541	**6,740**	2,283	495	2,109	877	300	619	562	631	**7,876**
10	1,192	241	1,138	544	168	345	287	369	**4,280**	1,016	206	970	494	143	294	244	311	**3,647**	1,087	220	1,038	496	153	314	261	333	**3,902**	1,263	256	1,206	577	178	365	304	387	**4,535**	1,469	298	1,407	673	207	426	354	451	**5,286**	1,720	348	1,643	786	242	497	414	527	**6,176**
11	1,038	191	1,033	469	134	300	209	289	**3,663**	884	163	880	400	114	255	178	247	**3,121**	946	174	942	428	122	273	190	264	**3,340**	1,100	202	1,094	497	142	318	221	307	**3,881**	1,279	236	1,276	580	166	370	258	358	**4,524**	1,497	276	1,491	677	194	432	301	418	**5,286**
12	1,125	220	1,095	540	140	346	250	310	**4,027**	959	188	933	460	127	295	213	264	**3,439**	1,026	201	998	492	136	316	228	283	**3,680**	1,192	233	1,160	572	158	367	265	329	**4,277**	1,387	272	1,353	667	185	428	309	383	**4,985**	1,624	318	1,580	779	216	500	361	448	**5,825**
13	1,321	278	1,247	555	184	362	322	401	**4,670**	1,126	237	1,062	473	156	309	274	342	**3,979**	1,204	263	1,137	506	167	330	294	366	**4,258**	1,400	295	1,321	588	194	384	341	425	**4,948**	1,629	344	1,541	686	227	448	398	496	**5,767**	1,906	401	1,799	801	265	523	465	579	**6,739**
14	1,169	248	1,113	586	179	374	295	355	**4,317**	996	211	948	499	152	318	251	302	**3,678**	1,066	226	1,015	534	163	341	269	323	**3,936**	1,239	262	1,179	621	189	396	312	376	**4,575**	1,441	306	1,376	724	221	462	364	438	**5,332**	1,687	357	1,606	846	258	539	425	512	**6,230**
15	1,106	223	857	430	125	389	246	433	**3,808**	942	190	730	366	106	331	209	369	**3,244**	1,008	203	781	392	114	355	224	395	**3,472**	1,172	236	908	456	132	412	260	459	**4,035**	1,363	275	1,059	532	154	481	304	535	**4,703**	1,596	322	1,236	621	180	561	355	625	**5,495**
16	1,127	257	996	490	137	512	281	334	**4,332**	960	219	848	588	117	436	239	285	**3,891**	1,027	234	908	629	125	466	258	305	**3,950**	1,194	272	1,055	731	145	542	297	354	**4,590**	1,389	318	1,230	853	169	632	347	413	**5,351**	1,626	371	1,437	996	197	738	405	482	**6,252**
17	1,079	211	1,002	554	148	379	249	305	**3,927**	919	179	854	472	126	323	212	260	**3,346**	984	192	914	505	135	346	227	278	**3,581**	1,143	223	1,062	587	157	402	264	323	**4,161**	1,330	260	1,238	685	183	469	307	376	**4,850**	1,557	304	1,446	800	214	547	359	440	**5,667**
18	1,217	247	1,149	509	161	325	285	389	**4,282**	1,037	210	979	434	137	277	243	332	**3,648**	1,110	225	1,048	464	147	296	260	355	**3,904**	1,290	261	1,217	539	171	344	302	412	**4,537**	1,500	305	1,420	629	199	401	353	481	**5,288**	1,756	356	1,658	734	233	469	412	562	**6,179**
19	1,238	251	1,168	517	166	348	301	389	**4,369**	1,055	214	995	440	142	296	256	324	**3,723**	1,129	229	1,065	471	152	317	274	347	**3,984**	1,312	266	1,237	547	176	369	318	403	**4,630**	1,526	311	1,443	639	206	430	371	470	**5,396**	1,786	363	1,685	746	240	502	434	549	**6,305**
20	1,062	200	781	351	121	360	212	405	**3,493**	905	170	666	299	103	307	181	345	**2,976**	969	182	712	320	110	329	193	369	**3,184**	1,126	212	828	372	128	382	225	429	**3,701**	1,310	247	966	434	149	445	262	500	**4,313**	1,533	288	1,128	507	174	520	306	584	**5,040**
21	1,351	278	1,226	534	174	352	325	412	**4,653**	1,151	237	1,045	455	148	300	277	351	**3,964**	1,232	253	1,118	487	159	321	296	375	**4,242**	1,432	294	1,299	566	185	373	344	436	**4,930**	1,696	343	1,515	660	215	435	402	509	**5,746**	1,950	401	1,770	771	252	508	469	594	**6,714**
22	1,094	229	932	470	124	309	217	265	**3,639**	932	195	794	401	106	263	185	226	**3,101**	997	209	850	429	113	282	198	241	**3,318**	1,159	243	988	498	131	327	230	280	**3,856**	1,348	283	1,152	581	153	382	268	327	**4,494**	1,578	330	1,345	678	179	446	313	382	**5,252**

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A.

b. Per capita expenditure derived from Experian MMG3 data (2017 report)

c. Population derived from Experian MMG3 data (2017 report)

d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Stud
Nexus Planning

Table 8: Total comparison goods expenditure availab

Zone	Comparison goods expenditure (£m 2017									Comparison goods expenditure (£m 2021								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	58.9	10.7	54.2	22.2	8.0	15.2	11.7	16.3	**197.1**	67.0	12.2	61.7	25.2	9.1	17.3	13.3	18.6	**224.4**
2	45.5	8.1	45.1	18.8	5.9	12.8	8.9	12.9	**158.1**	51.8	9.2	51.4	21.4	6.7	14.6	10.1	14.7	**180.0**
3	21.4	4.4	20.5	8.8	3.0	5.9	5.1	6.6	**75.7**	24.5	5.1	23.4	10.1	3.4	6.7	5.8	7.5	**86.5**
4	16.4	3.4	15.0	6.2	2.0	4.3	3.9	4.8	**56.1**	18.8	3.9	17.1	7.1	2.3	4.9	4.5	5.5	**64.1**
5	35.4	6.4	34.1	14.0	4.4	9.9	6.9	9.6	**120.7**	40.4	7.3	39.0	16.0	5.0	11.3	7.9	10.9	**137.8**
6	23.6	4.9	23.0	10.3	3.5	6.9	5.8	7.3	**85.3**	27.0	5.6	26.3	11.8	4.0	7.9	6.6	8.3	**97.4**
7	28.2	5.6	27.4	11.5	3.9	7.6	6.6	9.2	**100.1**	32.0	6.3	31.1	13.1	4.4	8.7	7.5	10.5	**113.5**
8	35.5	7.3	31.9	14.2	4.1	10.4	7.9	11.4	**122.7**	40.3	8.3	36.2	16.1	4.6	11.7	8.9	13.0	**139.2**
9	22.0	4.8	20.3	8.5	2.9	6.0	5.4	6.1	**75.9**	24.9	5.4	23.0	9.6	3.3	6.8	6.1	6.9	**86.0**
10	24.5	5.0	23.4	11.2	3.4	7.1	5.9	7.5	**87.8**	27.7	5.6	26.5	12.7	3.9	8.0	6.7	8.5	**99.6**
11	59.4	10.9	59.1	26.9	7.7	17.2	11.9	16.6	**209.7**	68.2	12.6	67.9	30.8	8.8	19.7	13.7	19.0	**240.7**
12	36.7	7.2	35.7	17.6	4.9	11.3	8.2	10.1	**131.7**	42.1	8.3	41.0	20.2	5.6	13.0	9.4	11.6	**151.2**
13	28.6	6.0	27.0	12.0	4.0	7.9	7.0	8.7	**101.2**	32.9	6.9	31.0	13.8	4.6	9.0	8.0	10.0	**116.1**
14	14.6	3.1	13.9	7.3	2.2	4.7	3.7	4.4	**54.0**	16.8	3.6	16.0	8.4	2.6	5.4	4.2	5.1	**62.0**
18	99.4	20.2	93.9	41.6	13.2	26.5	23.3	31.8	**349.8**	111.8	22.7	105.5	46.7	14.8	29.8	26.2	35.7	**393.4**
19	37.2	7.6	35.1	15.5	5.0	10.5	9.0	11.4	**131.3**	41.8	8.5	39.5	17.5	5.6	11.8	10.2	12.9	**147.7**
21	39.4	8.1	35.8	15.6	5.1	10.3	9.5	12.0	**135.7**	44.3	9.1	40.2	17.5	5.7	11.6	10.7	13.5	**152.6**
Inner Study Area Tota	626.9	123.6	595.5	262.2	83.1	174.3	140.7	186.8	**2,193.1**	712.3	140.4	676.8	298.0	94.5	198.1	159.8	212.2	**2,492.1**
15	190.2	38.3	147.3	74.0	21.4	66.9	42.3	74.4	**654.7**	211.7	42.7	164.0	82.3	23.8	74.4	47.1	82.9	**728.8**
16	48.3	11.0	42.7	29.6	5.9	21.9	12.0	14.3	**185.6**	53.3	12.2	47.1	32.6	6.5	24.2	13.3	15.8	**204.9**
17	90.8	17.7	84.3	46.6	12.5	31.9	20.9	25.6	**330.4**	102.5	20.0	95.1	52.6	14.1	36.0	23.6	28.9	**372.8**
20	181.2	34.1	133.2	59.9	20.6	61.4	36.1	69.0	**595.5**	203.1	38.2	149.4	67.2	23.1	68.9	40.5	77.4	**667.7**
22	58.0	12.1	49.5	24.9	6.6	16.4	11.5	14.0	**193.1**	64.9	13.6	55.3	27.9	7.4	18.3	12.9	15.7	**216.0**
Total	1,195.3	236.9	1,052.5	497.2	150.0	372.9	263.6	384.3	4,152.5	1,347.7	267.0	1,187.7	560.6	169.3	420.0	297.2	432.9	4,682.4

Zone	Comparison goods expenditure (£m 2026									Comparison goods expenditure (£m 2031								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	83.7	15.2	77.1	31.5	11.3	21.7	16.7	23.2	**280.4**	104.2	19.0	96.2	39.3	14.1	27.0	20.8	29.0	**349.6**
2	64.8	11.5	64.2	26.7	8.4	18.2	12.7	18.4	**224.9**	80.6	14.3	80.1	33.3	10.5	22.7	15.8	23.0	**280.4**
3	30.7	6.3	29.4	12.6	4.3	8.4	7.3	9.4	**108.4**	38.3	7.9	36.7	15.8	5.4	10.5	9.1	11.8	**135.6**
4	23.5	4.9	21.4	8.9	2.9	6.1	5.6	6.9	**80.3**	29.4	6.1	26.8	11.1	3.7	7.7	7.0	8.7	**100.4**
5	50.6	9.1	48.9	20.1	6.3	14.2	9.9	13.7	**172.7**	63.2	11.4	61.1	25.1	7.8	17.8	12.4	17.1	**216.0**
6	33.8	7.0	32.9	14.7	5.1	9.9	8.2	10.4	**122.1**	42.2	8.8	41.2	18.4	6.3	12.4	10.3	13.0	**152.7**
7	39.8	7.9	38.7	16.2	5.5	10.8	9.4	13.0	**141.2**	49.3	9.8	48.1	20.2	6.8	13.4	11.6	16.2	**175.4**
8	50.1	10.3	45.0	20.1	5.8	14.6	11.1	16.1	**173.1**	62.1	12.8	55.9	24.9	7.2	18.2	13.8	20.0	**215.0**
9	31.0	6.7	28.7	11.9	4.1	8.4	7.6	8.6	**107.0**	38.5	8.4	35.6	14.8	5.1	10.5	9.5	10.7	**132.9**
10	34.5	7.0	32.9	15.8	4.9	10.0	8.3	10.6	**123.9**	42.8	8.7	40.9	19.6	6.0	12.4	10.3	13.1	**153.9**
11	85.9	15.8	85.5	38.9	11.1	24.8	17.3	24.0	**303.2**	107.7	19.9	107.5	48.8	14.0	31.2	21.7	30.1	**380.9**
12	53.1	10.4	51.7	25.5	7.1	16.3	11.8	14.6	**190.5**	66.6	13.1	64.9	32.0	8.9	20.5	14.8	18.4	**239.2**
13	41.4	8.7	39.1	17.4	5.8	11.3	10.1	12.6	**146.3**	51.9	10.9	49.1	21.9	7.2	14.3	12.7	15.8	**183.8**
14	21.2	4.5	20.1	10.6	3.2	6.8	5.3	6.4	**78.1**	26.5	5.6	25.3	13.3	4.1	8.5	6.7	8.1	**98.1**
18	137.8	27.9	130.1	57.6	18.3	36.8	32.3	44.1	**484.8**	169.4	34.4	160.3	71.0	22.5	45.3	39.8	54.3	**597.2**
19	51.6	10.5	48.6	21.5	6.9	14.5	12.5	15.9	**182.0**	63.4	12.9	60.0	26.5	8.5	17.9	15.4	19.5	**224.2**
21	51.5	10.6	46.7	20.4	6.6	13.4	12.4	15.7	**177.3**	59.9	12.3	54.5	23.8	7.7	15.7	14.4	18.3	**206.7**
Inner Study Area Tota	884.9	174.4	841.0	370.4	117.4	246.3	198.4	263.5	**3,096.3**	1,096.0	216.5	1,044.5	460.0	145.8	305.9	246.3	327.1	**3,842.0**
15	256.4	51.7	198.6	99.7	28.9	90.2	57.0	100.4	**882.8**	309.3	62.5	240.1	120.6	34.9	109.0	68.9	121.4	**1,066.6**
16	64.2	14.6	56.7	39.3	7.8	29.1	16.0	19.0	**246.8**	77.1	17.6	68.3	47.4	9.4	35.1	19.2	22.9	**297.0**
17	126.1	24.6	117.1	64.8	17.3	44.3	29.1	35.6	**459.0**	153.7	30.1	143.1	79.1	21.2	54.2	35.5	43.5	**560.4**
20	236.0	44.4	173.6	78.0	26.8	80.1	47.1	89.9	**775.9**	274.6	51.8	202.5	91.0	31.3	93.4	54.9	104.9	**904.3**
22	75.4	15.8	64.3	32.4	8.6	21.3	14.9	18.3	**251.1**	87.8	18.4	75.0	37.8	10.0	24.9	17.4	21.3	**292.6**
Total	1,643.1	325.5	1,451.4	684.7	206.7	511.3	362.5	526.7	5,711.9	1,998.5	396.8	1,773.5	835.9	252.5	622.4	442.3	641.0	6,963.0

Zone	Comparison goods expenditure (£m 2036									Comparison goods growth (£m)			
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2017-2021	2017-2026	2017-2031	2017-2036
1	130.0	23.6	119.6	48.9	17.6	33.6	25.9	36.0	**435.2**	27.3	83.3	152.5	238.1
2	100.5	17.8	99.7	41.5	13.0	28.3	19.7	28.6	**349.0**	21.9	66.8	122.3	191.0
3	47.8	9.9	45.8	19.7	6.7	13.2	11.3	14.7	**169.2**	10.8	32.7	59.8	93.4
4	36.7	7.6	33.5	13.9	4.6	9.6	8.7	10.8	**125.3**	8.0	24.2	44.3	69.2
5	79.0	14.3	76.2	31.3	9.8	22.2	15.4	21.3	**269.5**	17.1	52.0	95.3	148.8
6	52.7	11.0	51.4	23.0	7.9	15.5	12.9	16.3	**190.6**	12.1	36.8	67.4	105.3
7	61.3	12.1	59.6	25.0	8.4	16.6	14.4	20.1	**217.6**	13.4	41.1	75.3	117.5
8	77.2	15.9	69.3	30.9	8.9	22.5	17.1	24.8	**266.8**	16.4	50.4	92.3	144.1
9	47.8	10.4	44.2	18.4	6.3	13.0	11.8	13.2	**164.9**	10.2	31.1	57.1	89.0
10	53.2	10.8	50.8	24.3	7.5	15.4	12.8	16.3	**190.9**	11.8	36.1	66.1	103.1
11	135.2	24.9	134.5	61.1	17.5	39.0	27.2	37.7	**477.1**	30.9	93.5	171.1	267.4
12	83.5	16.4	81.3	40.1	11.1	25.7	18.6	23.0	**299.7**	19.4	58.7	107.5	168.0
13	65.1	13.7	61.5	27.4	9.1	17.9	15.9	19.8	**230.3**	14.9	45.1	82.6	129.0
14	33.3	7.0	31.7	16.7	5.1	10.6	8.4	10.1	**122.9**	8.0	24.1	44.1	68.9
18	209.0	42.4	197.3	87.4	27.7	55.8	49.0	66.8	**735.5**	43.5	134.9	247.4	385.6
19	78.2	15.9	73.8	32.7	10.5	22.0	19.0	24.0	**276.1**	16.4	50.7	92.9	144.8
21	70.1	14.4	63.7	27.7	9.0	18.3	16.9	21.4	**241.5**	16.9	41.6	71.0	105.8
Inner Study Area Tota	1,360.8	268.0	1,293.9	570.0	180.6	379.0	304.9	405.0	**4,762.2**	299.0	903.2	1,648.9	2,569.0
15	373.5	75.3	289.3	145.2	42.1	131.3	83.0	146.2	**1,285.8**	74.1	228.1	411.9	631.1
16	92.9	21.2	82.1	56.9	11.3	42.2	23.1	27.6	**357.4**	19.3	61.2	111.4	171.7
17	187.3	36.6	173.9	96.2	25.7	65.8	43.2	52.9	**681.6**	42.4	128.6	230.0	351.2
20	321.5	60.5	236.4	106.3	36.5	109.0	64.1	122.4	**1,056.8**	72.2	180.4	308.8	461.3
22	102.7	21.5	87.6	44.2	11.6	29.0	20.4	24.9	**341.9**	22.9	58.0	99.5	148.8
Total	2,438.7	483.0	2,163.2	1,018.8	307.8	756.4	538.7	779.0	8,485.7	529.9	1,559.4	2,810.5	4,333.2

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A.

b. Per capita expenditure derived from Experian MMG3 data (2017 report)

c. Population derived from Experian MMG3 data (2017 report)

d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 9: Clothing & footwear shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	**Total Clothing (%)**	**Zone 1 Clothing (%)**	**Zone 2 Clothing (%)**	**Zone 3 Clothing (%)**	**Zone 4 Clothing (%)**	**Zone 5 Clothing (%)**	**Zone 6 Clothing (%)**	**Zone 7 Clothing (%)**	**Zone 8 Clothing (%)**	**Zone 9 Clothing (%)**	**Zone 10 Clothing (%)**	**Zone 11 Clothing (%)**	**Zone 12 Clothing (%)**	**Zone 13 Clothing (%)**	**Zone 14 Clothing (%)**	**Zone 18 Clothing (%)**	**Zone 19 Clothing (%)**	**Zone 21 Clothing (%)**	***Inner Study Area***	**Zone 15 Clothing (%)**	**Zone 16 Clothing (%)**	**Zone 17 Clothing (%)**	**Zone 20 Clothing (%)**	**Zone 22 Clothing (%)**
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**1.00%**	8.93%	0.66%	4.00%	0.83%	0.00%	0.00%	6.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.94%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.37%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.96%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**24.55%**	81.93%	80.80%	68.65%	27.13%	26.61%	0.76%	64.10%	81.49%	59.56%	55.72%	13.80%	10.39%	10.14%	6.49%	9.31%	1.23%	1.73%		26.11%	2.53%	0.91%	18.52%	2.60%
Others, Zone 1	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**25.96%**	**90.86%**	**81.45%**	**72.65%**	**27.95%**	**26.61%**	**0.76%**	**79.12%**	**81.49%**	**59.56%**	**59.26%**	**13.80%**	**11.10%**	**10.14%**	**6.49%**	**10.58%**	**1.23%**	**1.73%**		**27.01%**	**2.53%**	**0.91%**	**19.46%**	**2.60%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.01%**	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.07%**	0.00%	0.00%	1.02%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.05%**	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**1.02%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**2.08%**	0.00%	0.66%	2.37%	3.54%	27.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.87%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.11%**	0.00%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.18%**	0.00%	0.00%	0.00%	3.25%	2.28%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.16%**	0.00%	0.00%	0.00%	0.00%	3.77%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.53%**	**0.00%**	**0.66%**	**2.37%**	**6.79%**	**36.65%**	**2.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**5.87%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	5.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.31%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.10%	0.00%	10.49%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.10%**	**0.00%**	**10.49%**	**0.90%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.02%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**9.98%**	0.00%	3.72%	0.00%	0.00%	0.74%	1.44%	0.72%	3.56%	1.89%	12.93%	71.91%	58.12%	37.51%	15.22%	11.63%	0.92%	2.14%		0.00%	26.12%	1.87%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.12%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.14%**	**0.00%**	**3.72%**	**0.00%**	**0.00%**	**0.74%**	**1.44%**	**0.72%**	**3.56%**	**1.89%**	**12.93%**	**72.56%**	**61.07%**	**37.51%**	**15.98%**	**11.63%**	**0.92%**	**2.14%**		**0.00%**	**26.12%**	**1.87%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**0.77%**	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.86%	1.96%	22.09%	1.78%	0.00%	0.00%	0.00%		0.00%	6.75%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.77%**	**0.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.86%**	**0.86%**	**1.96%**	**22.09%**	**1.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.08%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	2.12%	0.00%	0.00%	0.00%
Others, Zone 14	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.12%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**0.39%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
St. Albans City Centre	**5.33%**	1.72%	1.28%	0.00%	2.43%	2.28%	3.41%	0.68%	0.00%	0.00%	4.15%	5.29%	1.46%	2.03%	0.73%	37.02%	23.13%	32.67%		0.00%	0.00%	0.00%	0.00%	0.66%
Others, Zone 18	**0.04%**	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.75%**	**1.72%**	**1.94%**	**0.00%**	**2.43%**	**2.28%**	**3.41%**	**0.68%**	**0.00%**	**0.00%**	**4.15%**	**5.29%**	**1.46%**	**2.03%**	**1.74%**	**41.75%**	**23.13%**	**32.67%**		**0.00%**	**1.45%**	**0.00%**	**0.00%**	**0.66%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**5.94%**	0.00%	0.63%	8.89%	40.43%	20.12%	45.61%	2.08%	0.00%	2.21%	9.42%	2.56%	6.45%	4.11%	1.74%	7.23%	21.45%	11.48%		1.80%	1.03%	0.00%	6.83%	1.07%
Cuffley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.95%**	**0.00%**	**0.63%**	**8.89%**	**40.43%**	**20.12%**	**45.61%**	**2.08%**	**0.00%**	**2.21%**	**9.42%**	**2.56%**	**6.45%**	**4.11%**	**2.49%**	**7.23%**	**21.45%**	**11.48%**		**1.80%**	**1.03%**	**0.00%**	**6.83%**	**1.07%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**0.24%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	6.68%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.71%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.68%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.1%**	**93.2%**	**88.4%**	**84.9%**	**78.9%**	**89.1%**	**60.9%**	**88.7%**	**85.7%**	**76.7%**	**88.4%**	**95.1%**	**82.8%**	**75.9%**	**29.9%**	**71.2%**	**50.1%**	**54.7%**		**28.8%**	**40.0%**	**2.8%**	**32.2%**	**4.3%**
Sub Total | Watford District	**26.0%**	90.9%	81.5%	72.7%	28.0%	26.6%	0.8%	79.1%	81.5%	59.6%	60.1%	13.8%	11.1%	10.1%	6.5%	10.6%	1.2%	1.7%		27.0%	2.5%	0.9%	19.5%	2.6%
Sub Total | Hertsmere District	**2.8%**	0.0%	0.7%	3.4%	8.1%	39.4%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%		0.0%	0.0%	0.0%	5.9%	0.0%
Sub Total | Three Rivers Borough	**0.4%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.7%	13.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.0%**	0.6%	3.7%	0.0%	0.0%	0.7%	1.4%	0.7%	3.6%	1.9%	13.8%	73.4%	63.0%	59.6%	19.2%	11.6%	0.9%	2.1%		0.0%	35.0%	1.9%	0.0%	0.0%
Sub Total | St Albans City & District	**11.9%**	1.7%	2.6%	8.9%	42.9%	22.4%	49.0%	2.8%	0.0%	2.2%	13.6%	7.8%	8.6%	6.1%	4.2%	49.0%	44.6%	50.8%		1.8%	2.5%	0.0%	6.8%	1.7%

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)	Zone 18 Clothing (%)	Zone 19 Clothing (%)	Zone 21 Clothing (%)	*Inner Study Area*	Zone 15 Clothing (%)	Zone 16 Clothing (%)	Zone 17 Clothing (%)	Zone 20 Clothing (%)	Zone 22 Clothing (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.89%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		12.65%	0.00%	0.00%	18.07%	0.00%
Hatch End Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	**0.54%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.69%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.43%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.06%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.86%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**19.40%**	**0.00%**	**0.00%**	**18.07%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**0.29%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.88%	0.00%		0.00%	6.35%	0.00%	0.00%	0.00%
Others, Zone 16	**0.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.30%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.49%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**		**0.00%**	**6.35%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**0.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	5.96%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**0.26%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%		0.00%	0.00%	2.78%	0.00%	0.00%
Others, Zone 17	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**		**0.00%**	**0.00%**	**8.73%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**0.78%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.62%	0.00%
Edgware District Centre	**1.49%**	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.98%	0.00%
Stanmore District Centre	**0.30%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.80%	0.00%
Wealdstone Local Centre	**0.15%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.72%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**16.29%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.60%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.60%**
Sub-total Study Area	**62.0%**	**93.2%**	**88.4%**	**84.9%**	**79.8%**	**89.1%**	**61.9%**	**88.7%**	**91.1%**	**79.2%**	**88.4%**	**95.1%**	**83.8%**	**76.9%**	**29.9%**	**71.2%**	**50.9%**	**55.8%**		**48.2%**	**46.4%**	**11.5%**	**66.5%**	**6.9%**
Outside Study Area																								
Amersham Town Centre	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.92%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%		0.00%	2.48%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**1.64%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	35.46%	0.00%	0.00%	0.00%		0.00%	24.18%	4.00%	0.00%	0.00%
Beaconsfield Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**2.66%**	0.00%	2.16%	1.02%	8.16%	7.26%	1.44%	0.72%	1.85%	0.92%	3.30%	0.86%	0.00%	0.00%	0.00%	0.00%	2.45%	1.02%		0.00%	0.00%	0.00%	11.36%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.60%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**7.21%**	5.04%	0.00%	7.05%	4.82%	1.54%	3.73%	5.20%	2.06%	7.65%	0.00%	0.65%	0.00%	13.58%	2.24%	3.09%	5.43%	5.97%		18.25%	5.74%	0.00%	15.79%	2.61%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.03%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.94%	0.00%
Gerrards Cross Town Centre	**0.06%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.09%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**0.77%**	0.00%	0.00%	0.00%	0.00%	0.00%	3.88%	0.00%	0.69%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	4.41%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	1.92%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	1.02%		3.42%	5.17%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.14%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.01%**	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%	0.00%	0.00%	0.00%	6.22%		0.00%	0.00%	7.14%	0.00%	14.55%
Marlow Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.42%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%		0.00%	0.00%	0.00%	0.90%	0.00%
Milton Keynes Town Centre	**5.69%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	2.21%	1.38%	15.19%	0.91%	0.92%	1.07%		0.00%	9.67%	53.63%	0.00%	8.02%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.61%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	0.00%	5.24%		0.00%	0.00%	4.59%	0.00%	0.66%
Monkswood Retail Park, Elder Way, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.63%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roebuck Retail Park, London Road, Stevenage	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**1.34%**	0.00%	0.00%	0.00%	0.00%	2.06%	2.48%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	1.43%		0.00%	0.00%	0.00%	0.90%	15.57%
The Galleria Outlet, Comet Way, Hatfield	**1.67%**	0.00%	7.30%	0.00%	0.79%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	8.33%	0.00%	0.00%	5.99%	2.36%	1.02%		0.00%	1.45%	0.00%	0.90%	4.93%
Uxbridge Town Centre	**3.25%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	2.34%	3.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.83%	1.45%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.90%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.04%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**4.49%**	0.59%	0.00%	2.03%	3.77%	0.00%	17.66%	0.00%	0.96%	0.00%	0.90%	0.00%	0.00%	1.04%	0.00%	7.51%	19.28%	18.09%		0.00%	0.00%	0.00%	0.90%	35.53%
Others, outside study area	**3.75%**	0.59%	1.53%	3.97%	0.79%	0.00%	1.44%	2.08%	0.00%	5.65%	0.90%	0.65%	2.25%	1.04%	15.23%	0.00%	4.42%	2.14%		6.48%	2.07%	17.26%	0.90%	5.84%
Abroad	**0.70%**	0.59%	0.63%	0.00%	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	1.80%	0.00%	0.00%	0.99%	0.00%	1.87%	2.10%	1.02%		0.00%	0.00%	1.87%	0.90%	0.66%
Sub Total outside Study Area	**38.0%**	**6.8%**	**11.6%**	**15.1%**	**20.3%**	**10.9%**	**38.1%**	**11.3%**	**8.9%**	**20.8%**	**11.6%**	**4.9%**	**16.2%**	**23.2%**	**70.1%**	**28.8%**	**49.1%**	**44.2%**		**51.8%**	**53.6%**	**88.5%**	**33.5%**	**93.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
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Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Watford BC Zone 1 Clothing (£m)	Watford BC Zone 2 Clothing (£m)	Hertsmere BC Zone 3 Clothing (£m)	Hertsmere BC Zone 4 Clothing (£m)	Hertsmere BC Zone 5 Clothing (£m)	Hertsmere BC Zone 6 Clothing (£m)	Three Rivers DC Zone 7 Clothing (£m)	Three Rivers DC Zone 8 Clothing (£m)	Three Rivers DC Zone 9 Clothing (£m)	Three Rivers DC Zone 10 Clothing (£m)	Dacorum BC Zone 11 Clothing (£m)	Dacorum BC Zone 12 Clothing (£m)	Dacorum BC Zone 13 Clothing (£m)	Dacorum BC Zone 14 Clothing (£m)	St Albans DC Zone 18 Clothing (£m)	St Albans DC Zone 19 Clothing (£m)	St Albans DC Zone 21 Clothing (£m)	Inner Study Area	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Study Area																									
**Zone 1	Watford South**																								
Colne Valley Retail Park, Lower High Street, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£11.8**	£5.3	£0.3	£0.9	£0.1	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.3***	£1.7	£0.0	£0.0	£1.7	£0.0	
Watford Arches Retail Park, Lower High Street, Watford	**£4.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£4.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£300.5**	£48.2	£36.8	£14.7	£4.5	£9.4	£0.2	£18.1	£29.0	£13.1	£13.6	£8.2	£3.8	£2.9	£0.9	£9.3	£0.5	£0.7	***£213.8***	£49.7	£1.2	£0.8	£33.5	£1.5	
Others, Zone 1	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£317.1**	**£53.5**	**£37.1**	**£15.6**	**£4.6**	**£9.4**	**£0.2**	**£22.3**	**£29.0**	**£13.1**	**£14.5**	**£8.2**	**£4.1**	**£2.9**	**£0.9**	**£10.5**	**£0.5**	**£0.7**	***£227.0***	**£51.4**	**£1.2**	**£0.8**	**£35.3**	**£1.5**	
**Zone 2	Watford North**																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																								
Aldenham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																								
Radlett Town Centre	**£0.8**	£0.0	£0.0	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																								
Borehamwood Town Centre	**£21.8**	£0.0	£0.3	£0.5	£0.6	£9.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.1***	£0.0	£0.0	£0.0	£10.6	£0.0	
Stirling Retail Park, Stirling Way, Borehamwood	**£1.1**	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Extra, Shenley Road, Borehamwood	**£2.0**	£0.0	£0.0	£0.0	£0.5	£0.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0	
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£26.4**	**£0.0**	**£0.3**	**£0.5**	**£1.1**	**£13.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£15.8***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**	
**Zone 6	Potters Bar**																								
Potters Bar Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																								
Croxley Green Local Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£2.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																								
Northwood Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																								
Chorleywood Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																								
Abbots Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																								
Hemel Hempstead Town Centre	**£111.4**	£0.0	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.2	£42.7	£21.3	£10.7	£2.2	£11.6	£0.3	£0.8	***£97.1***	£0.0	£12.6	£1.7	£0.0	£0.0	
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.1	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£113.0**	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.3**	**£0.3**	**£0.2**	**£1.3**	**£0.4**	**£3.2**	**£43.1**	**£22.4**	**£10.7**	**£2.3**	**£11.6**	**£0.3**	**£0.8**	***£98.7***	**£0.0**	**£12.6**	**£1.7**	**£0.0**	**£0.0**	
**Zone 12	Hemel Hempstead Fringe**																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																								
Berkhamsted Town Centre	**£11.6**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.7	£6.3	£0.3	£0.0	£0.0	£0.0	***£8.4***	£0.0	£3.3	£0.0	£0.0	£0.0	
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.6**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.7**	**£6.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£8.4***	**£0.0**	**£3.3**	**£0.0**	**£0.0**	**£0.0**	
**Zone 14	Tring**																								
Tring Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0	
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	
**Zone 18	St Albans**																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	***£4.7***	£0.0	£0.7	£0.0	£0.0	£0.0	
St. Albans City Centre	**£67.9**	£1.0	£0.6	£0.0	£0.4	£0.8	£0.8	£0.2	£0.0	£0.0	£1.0	£3.1	£0.5	£0.6	£0.1	£36.8	£8.6	£12.9	***£67.5***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£0.4**	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£73.7**	**£1.0**	**£0.9**	**£0.0**	**£0.4**	**£0.8**	**£0.8**	**£0.2**	**£0.0**	**£0.0**	**£1.0**	**£3.1**	**£0.5**	**£0.6**	**£0.3**	**£41.5**	**£8.6**	**£12.9**	***£72.6***	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.4**	
**Zone 19	London Colney Fringe**																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£72.0**	£0.0	£0.3	£1.9	£6.6	£7.1	£10.8	£0.6	£0.0	£0.5	£2.3	£1.5	£2.4	£1.2	£0.3	£7.2	£8.0	£4.5	***£55.1***	£3.4	£0.5	£0.0	£12.4	£0.6	
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£72.1**	**£0.0**	**£0.3**	**£1.9**	**£6.6**	**£7.1**	**£10.8**	**£0.6**	**£0.0**	**£0.5**	**£2.3**	**£1.5**	**£2.4**	**£1.2**	**£0.4**	**£7.2**	**£8.0**	**£4.5**	***£55.2***	**£3.4**	**£0.5**	**£0.0**	**£12.4**	**£0.6**	
**Zone 21	Harpenden**																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.6	***£2.9***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.6**	***£2.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£627.4**	**£54.8**	**£40.2**	**£18.2**	**£13.0**	**£31.5**	**£14.4**	**£25.0**	**£30.5**	**£16.9**	**£21.6**	**£56.5**	**£30.4**	**£21.7**	**£4.4**	**£70.8**	**£18.6**	**£21.6**	***£490.1***	**£54.8**	**£19.3**	**£2.5**	**£58.2**	**£2.5**	
Sub Total | Watford District	**£317.3**	£53.5	£37.1	£15.6	£4.6	£9.4	£0.2	£22.3	£29.0	£13.1	£14.7	£8.2	£4.1	£2.9	£0.9	£10.5	£0.5	£0.7	***£227.2***	£51.4	£1.2	£0.8	£35.3	£1.5	
Sub Total | Hertsmere District	**£30.0**	£0.0	£0.3	£0.7	£1.3	£13.9	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£19.4***	£0.0	£0.0	£0.0	£10.6	£0.0	
Sub Total | Three Rivers Borough	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.2	£2.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£5.5***	£0.0	£0.0	£0.0	£0.0	£0.0	
Sub Total | Dacorum District	**£125.9**	£0.3	£1.7	£0.0	£0.0	£0.3	£0.3	£0.2	£1.3	£0.4	£3.4	£43.6	£23.1	£17.1	£2.8	£11.6	£0.3	£0.8	***£107.3***	£0.0	£16.9	£1.7	£0.0	£0.0	
Sub Total | St Albans City & District	**£148.7**	£1.0	£1.2	£1.9	£7.0	£7.9	£11.6	£0.8	£0.0	£0.5	£3.3	£4.7	£3.2	£1.8	£0.6	£48.7	£16.6	£20.0	***£130.7***	£3.4	£1.2	£0.0	£12.4	£1.0	

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)	Zone 18 Clothing (£m)	Zone 19 Clothing (£m)	Zone 21 Clothing (£m)	*Inner Study Area*	Zone 15 Clothing (£m)	Zone 16 Clothing (£m)	Zone 17 Clothing (£m)	Zone 20 Clothing (£m)	Zone 22 Clothing (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£58.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£24.1	£0.0	£0.0	£32.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£7.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£7.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£71.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.9***	**£36.9**	**£0.0**	**£0.0**	**£32.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	***£1.0***	£0.0	£3.1	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.2***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£5.4	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£2.5	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	***£0.8***	**£0.0**	**£0.0**	**£7.9**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£8.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£8.4	£0.0
Edgware District Centre	**£16.4**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£16.3	£0.0
Stanmore District Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£3.3	£0.0
Wealdstone Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£29.9**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£743.3**	**£54.8**	**£40.2**	**£18.2**	**£13.1**	**£31.5**	**£14.6**	**£25.0**	**£32.4**	**£17.4**	**£21.6**	**£56.5**	**£30.8**	**£22.0**	**£4.4**	**£70.8**	**£19.0**	**£22.0**	***£494.3***	**£91.7**	**£22.4**	**£10.4**	**£120.5**	**£4.0**
Outside Study Area																								
Amersham Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.7***	£0.0	£1.2	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£20.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£5.2	£0.0	£0.0	£0.0	***£5.5***	£0.0	£11.7	£3.6	£0.0	£0.0
Beaconsfield Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£29.7**	£0.0	£1.0	£0.2	£1.3	£2.6	£0.3	£0.2	£0.7	£0.2	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	***£9.1***	£0.0	£0.0	£0.0	£20.6	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.7	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£90.2**	£3.0	£0.0	£1.5	£0.8	£0.5	£0.9	£1.5	£0.7	£1.7	£0.0	£0.4	£0.0	£3.9	£0.3	£3.1	£2.0	£2.4	***£22.6***	£34.7	£2.8	£0.0	£28.6	£1.5
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£1.7	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£9.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£4.4	£1.3	£0.0	***£8.1***	£0.0	£0.0	£0.0	£0.0	£1.1
Hattersway Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	***£0.7***	£6.5	£2.5	£0.0	£0.0	£0.0
Hitchin Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.2
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£18.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£2.5	***£3.1***	£0.0	£0.0	£6.5	£0.0	£8.4
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£5.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£1.6	£0.0
Milton Keynes Town Centre	**£63.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8	£0.4	£2.2	£0.9	£0.3	£0.4	***£5.8***	£0.0	£4.7	£48.7	£0.0	£4.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£6.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£2.1	***£2.3***	£0.0	£0.0	£4.2	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.7	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£13.6**	£0.0	£0.0	£0.0	£0.0	£0.7	£0.6	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.6	***£3.0***	£0.0	£0.0	£0.0	£1.6	£9.0
The Galleria Outlet, Comet Way, Hatfield	**£19.5**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£6.0	£0.9	£0.4	***£14.3***	£0.0	£0.7	£0.0	£1.6	£2.9
Uxbridge Town Centre	**£44.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£41.5	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£50.4**	£0.3	£0.0	£0.4	£0.6	£0.0	£4.2	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£7.5	£7.2	£7.1	***£28.2***	£0.0	£0.0	£0.0	£1.6	£20.6
Others, outside study area	**£44.7**	£0.3	£0.7	£0.8	£0.1	£0.0	£0.3	£0.6	£0.0	£1.2	£0.2	£0.4	£0.8	£0.3	£2.2	£0.0	£1.6	£0.8	***£10.6***	£12.3	£1.0	£15.7	£1.6	£3.4
Abroad	**£8.4**	£0.3	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.3	£0.0	£1.9	£0.8	£0.4	***£4.7***	£0.0	£0.0	£1.7	£1.6	£0.4
Sub Total outside Study Area	**£451.9**	**£4.0**	**£5.3**	**£3.2**	**£3.3**	**£3.8**	**£9.0**	**£3.2**	**£3.1**	**£4.6**	**£2.8**	**£2.9**	**£6.0**	**£6.6**	**£10.3**	**£28.6**	**£18.3**	**£17.4**	***£132.6***	**£98.5**	**£25.9**	**£80.3**	**£60.7**	**£54.0**
Total (rounded)	**£1,195.3**	**£58.9**	**£45.5**	**£21.4**	**£16.4**	**£35.4**	**£23.6**	**£28.2**	**£35.5**	**£22.0**	**£24.5**	**£59.4**	**£36.7**	**£28.6**	**£14.6**	**£99.4**	**£37.2**	**£39.4**	***£626.9***	**£190.2**	**£48.3**	**£90.8**	**£181.2**	**£58.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC								
Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9 Books etc (%)	Zone 10 Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)	Zone 18 Books etc (%)	Zone 19 Books etc (%)	Zone 21 Books etc (%)	*Inner Study Area*	Zone 15 Books etc (%)	Zone 16 Books etc (%)	Zone 17 Books etc (%)	Zone 20 Books etc (%)	Zone 22 Books etc (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	**13.58%**	88.05%	51.19%	80.57%	12.28%	12.39%	0.00%	33.51%	59.80%	20.23%	31.01%	0.00%	6.20%	2.12%	3.48%	8.00%	0.00%	0.00%		6.77%	3.93%	0.00%	4.47%	0.00%
Others, Zone 1	**0.32%**	3.14%	0.00%	4.80%	0.00%	0.00%	0.00%	5.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.02%**	**91.19%**	**51.19%**	**85.37%**	**12.28%**	**12.39%**	**0.00%**	**39.27%**	**59.80%**	**28.36%**	**31.01%**	**0.00%**	**6.20%**	**2.12%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**6.77%**	**3.93%**	**0.00%**	**4.47%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**0.47%**	1.57%	9.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.47%**	**1.57%**	**9.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	**0.49%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**2.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**0.10%**	0.00%	0.00%	0.00%	20.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	**0.02%**	0.00%	0.00%	0.00%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.12%**	**0.00%**	**0.00%**	**0.00%**	**24.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**1.16%**	0.00%	0.00%	2.45%	14.63%	26.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	**0.05%**	0.00%	0.00%	2.45%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	**0.75%**	0.00%	0.00%	0.00%	0.00%	27.94%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	**0.05%**	0.00%	0.00%	0.00%	0.00%	0.00%	2.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.01%**	**0.00%**	**0.00%**	**4.91%**	**18.60%**	**54.24%**	**4.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**1.01%**	0.00%	0.00%	0.00%	0.00%	0.00%	42.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.45%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	**0.53%**	0.00%	0.00%	0.00%	0.00%	0.00%	24.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	**0.09%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**71.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.60%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	**0.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	39.99%	0.00%	16.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**39.99%**	**0.00%**	**16.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**0.75%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	**0.66%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**4.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**0.56%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	0.00%	32.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.88%**	**0.00%**	**32.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**0.16%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.85%**	**2.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**7.54%**	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	27.35%	77.91%	49.83%	13.09%	3.48%	8.00%	0.00%	0.00%		0.00%	3.93%	2.55%	3.13%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	**0.32%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	4.62%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	**0.14%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	2.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.78%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**30.83%**	**84.84%**	**51.86%**	**15.31%**	**3.48%**	**8.00%**	**0.00%**	**0.00%**		**0.00%**	**3.93%**	**2.55%**	**3.13%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**2.97%**	0.00%	28.92%	2.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.15%	0.00%	8.34%	76.04%	33.87%	0.00%	0.00%	0.00%		0.00%	3.36%	0.00%	0.00%	0.00%
Others, Zone 13	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.97%**	**0.00%**	**28.92%**	**2.34%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.15%**	**0.00%**	**8.34%**	**76.04%**	**33.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**3.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	**0.40%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.78%	0.00%	0.00%	0.00%		0.00%	4.99%	0.00%	0.00%	0.00%
Others, Zone 14	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**15.78%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**4.99%**	**0.00%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**0.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.07%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	**9.14%**	0.00%	0.00%	0.00%	32.78%	3.90%	4.80%	3.03%	0.00%	0.00%	12.02%	4.51%	2.14%	2.12%	0.00%	71.32%	18.16%	6.23%		0.00%	0.00%	0.00%	0.00%	17.61%
Others, Zone 18	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.57%**	**0.00%**	**0.00%**	**0.00%**	**32.78%**	**3.90%**	**4.80%**	**3.03%**	**0.00%**	**0.00%**	**12.02%**	**4.51%**	**2.14%**	**2.12%**	**0.00%**	**75.38%**	**20.31%**	**6.23%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.61%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	**0.84%**	0.00%	0.00%	0.00%	3.97%	6.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.26%	0.00%		0.00%	1.64%	0.00%	2.23%	1.38%
Cuffley Village Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**3.97%**	**6.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.27%**	**0.00%**		**0.00%**	**1.64%**	**0.00%**	**2.23%**	**1.38%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	**3.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	0.00%	91.18%		0.00%	0.00%	0.00%	0.00%	1.45%
Sub-total	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.94%**	**0.00%**	**91.18%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.45%**
Total | Inner Study Area	**47.0%**	**94.8%**	**89.7%**	**92.6%**	**91.9%**	**80.0%**	**81.3%**	**85.2%**	**82.1%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**95.6%**	**56.6%**	**93.3%**	**34.2%**	**97.4%**		**13.5%**	**17.8%**	**2.6%**	**12.1%**	**20.4%**
Sub Total | Watford District	**14.5%**	92.8%	60.7%	85.4%	12.3%	12.4%	0.0%	39.3%	59.8%	28.4%	31.0%	3.1%	6.2%	2.1%	3.5%	8.0%	0.0%	0.0%		6.8%	3.9%	0.0%	4.5%	0.0%
Sub Total | Hertsmere District	**4.3%**	2.1%	0.0%	4.9%	42.9%	54.2%	76.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%		2.3%	0.0%	0.0%	2.2%	0.0%
Sub Total | Three Rivers Borough	**3.1%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	22.3%	49.5%	11.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		4.5%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	**11.4%**	0.0%	28.9%	2.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	38.0%	84.8%	60.2%	91.3%	53.1%	8.0%	0.0%	0.0%		0.0%	12.3%	2.6%	3.1%	0.0%
Sub Total | St Albans City & District	**13.7%**	0.0%	0.0%	0.0%	36.7%	10.6%	4.8%	3.0%	0.0%	0.0%	12.0%	4.5%	2.1%	2.1%	0.0%	77.3%	25.6%	97.4%		0.0%	1.6%	0.0%	2.2%	20.4%

Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9 Books etc (%)	Zone 10 Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)	Zone 18 Books etc (%)	Zone 19 Books etc (%)	Zone 21 Books etc (%)	*Inner Study Area*	Zone 15 Books etc (%)	Zone 16 Books etc (%)	Zone 17 Books etc (%)	Zone 20 Books etc (%)	Zone 22 Books etc (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	**0.46%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.16%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	**4.91%**	0.00%	0.00%	2.45%	0.00%	0.00%	0.00%	3.03%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.49%	0.00%	0.00%	12.06%	0.00%
Hatch End Local Centre	**0.38%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
Pinner Village Centre	**2.52%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		17.03%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	**0.65%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.51%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.92%**	**0.00%**	**0.00%**	**2.45%**	**0.00%**	**0.00%**	**0.00%**	**3.03%**	**3.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**43.19%**	**0.00%**	**0.00%**	**14.29%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**2.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	6.99%	0.00%	0.00%	0.00%		0.00%	33.18%	0.00%	0.00%	0.00%
Others, Zone 16	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Sub-total	**2.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.22%**	**6.99%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**35.47%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**1.88%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	22.56%	0.00%	1.38%
Homebase, Vimy Road, Leighton Buzzard	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	**1.98%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	25.00%	0.00%	0.00%
Others, Zone 17	**0.19%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.43%	0.00%	0.00%
Sub-total	**4.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**49.99%**	**0.00%**	**1.38%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	4.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.09%	0.00%
Edgware District Centre	**6.44%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	37.58%	0.00%
Stanmore District Centre	**0.92%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.36%	0.00%
Wealdstone Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**62.03%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Sub-total Study Area	**72.8%**	**94.8%**	**89.7%**	**95.1%**	**91.9%**	**80.0%**	**85.6%**	**88.2%**	**85.9%**	**81.2%**	**92.9%**	**94.6%**	**68.5%**	**97.8%**	**63.6%**	**93.3%**	**34.2%**	**97.4%**		**56.7%**	**53.3%**	**52.5%**	**88.4%**	**21.8%**
Outside Study Area																								
Amersham Town Centre	**0.13%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	0.00%	0.00%	0.00%
Aylesbury Town Centre	**2.58%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	0.00%	0.00%	0.00%	16.95%	0.00%	0.00%	0.00%		0.00%	29.27%	9.22%	0.00%	0.00%
Beaconsfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**0.07%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	**5.68%**	3.06%	2.39%	2.45%	3.97%	17.08%	1.78%	5.76%	9.78%	14.90%	3.66%	3.08%	0.00%	2.22%	3.48%	2.71%	6.56%	0.00%		9.93%	5.56%	2.55%	9.38%	0.00%
Chalfont St. Giles Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	**2.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	22.01%	0.00%		0.00%	0.00%	0.00%	0.00%	18.09%
Hatterseway Retail Park, Chaul End Lane, Luton	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.72%	0.00%	0.00%	0.00%
Hitchin Town Centre	**0.23%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.32%
Ikea, Drury Way, North Circular Road, Wembley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	**1.71%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	2.15%	2.60%		0.00%	0.00%	5.82%	0.00%	14.16%
Marlow Town Centre	**0.20%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.64%	0.00%	0.00%	0.00%
Mill Hill Local Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	**2.11%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.29%	25.00%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	**0.10%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.45%
Roebuck Retail Park, London Road, Stevenage	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	**0.72%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.89%	0.00%		0.00%	0.00%	0.00%	2.23%	0.00%
The Galleria Outlet, Comet Way, Hatfield	**1.21%**	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.03%	11.60%	0.00%		0.00%	0.00%	0.00%	0.00%	8.56%
Uxbridge Town Centre	**3.35%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		22.53%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	**0.33%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.26%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	**0.00%**	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	**1.84%**	0.00%	0.00%	0.00%	4.15%	0.00%	7.30%	3.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.00%		0.00%	0.00%	0.00%	0.00%	22.17%
Others, outside study area	**3.51%**	0.00%	7.96%	2.45%	0.00%	2.92%	0.00%	3.03%	2.91%	1.97%	0.00%	0.00%	4.88%	0.00%	15.96%	0.00%	7.31%	0.00%		8.57%	3.93%	4.85%	0.00%	9.04%
Abroad	**1.11%**	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.74%	0.00%	0.00%	0.00%	3.01%	0.00%		0.00%	0.00%	0.00%	0.00%	1.38%
Sub Total outside Study Area	**27.2%**	**5.2%**	**10.3%**	**4.9%**	**8.1%**	**20.0%**	**14.4%**	**11.8%**	**14.1%**	**18.8%**	**7.1%**	**5.4%**	**31.5%**	**2.2%**	**36.4%**	**6.7%**	**65.8%**	**2.6%**		**43.3%**	**46.7%**	**47.5%**	**11.6%**	**78.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 12: Books, CDs, DVDs expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	Inner Study Area	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£33.9**	£9.4	£4.1	£3.6	£0.4	£0.8	£0.0	£1.9	£4.4	£1.0	£1.5	£0.0	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£29.4***	£2.6	£0.4	£0.0	£1.5	£0.0
Others, Zone 1	**£0.9**	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£35.2**	**£9.8**	**£4.1**	**£3.8**	**£0.4**	**£0.8**	**£0.0**	**£2.2**	**£4.4**	**£1.4**	**£1.5**	**£0.0**	**£0.4**	**£0.1**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£30.6***	**£2.6**	**£0.4**	**£0.0**	**£1.5**	**£0.0**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£1.3**	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.3**	**£0.2**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.2**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.9	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£3.0**	£0.0	£0.0	£0.1	£0.5	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.8	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.0**	**£0.2**	**£0.6**	**£3.5**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.6***	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.6***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	***£4.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.7	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.6***	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£18.1**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£8.5	£3.6	£0.8	£0.1	£1.6	£0.0	£0.0	***£16.1***	£0.0	£0.4	£0.5	£1.1	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£9.3**	**£3.7**	**£0.9**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	***£17.4***	**£0.0**	**£0.4**	**£0.5**	**£1.1**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£9.4**	£0.0	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.6	£4.6	£1.0	£0.0	£0.0	£0.0	***£9.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£9.4**	**£0.0**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.6**	**£4.6**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	***£9.0***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.5**	£0.0	£0.0	£0.0	£1.1	£0.2	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£14.4	£1.4	£0.5	***£19.4***	£0.0	£0.0	£0.0	£0.0	£2.1
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.5**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.2**	**£0.2**	**£0.0**	**£0.0**	**£0.6**	**£0.5**	**£0.2**	**£0.1**	**£0.0**	**£15.2**	**£1.5**	**£0.5**	***£20.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.1**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.8**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.2	£0.0	£0.8	£0.2
Cuffley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£1.0***	**£0.0**	**£0.2**	**£0.0**	**£0.8**	**£0.2**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£8.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.4	***£7.8***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£8.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£7.4**	***£7.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Total | Inner Study Area	**£119.2**	**£10.2**	**£7.2**	**£4.1**	**£3.1**	**£5.1**	**£4.0**	**£4.7**	**£6.0**	**£3.9**	**£4.6**	**£10.3**	**£4.9**	**£5.8**	**£1.8**	**£18.8**	**£2.6**	**£7.9**	***£105.0***	**£5.2**	**£2.0**	**£0.5**	**£4.1**	**£2.5**
Sub Total | Watford District	**£36.5**	£9.9	£4.9	£3.8	£0.4	£0.8	£0.0	£2.2	£4.4	£1.4	£1.5	£0.3	£0.4	£0.1	£0.1	£1.6	£0.0	£0.0	***£31.9***	£2.6	£0.4	£0.0	£1.5	£0.0
Sub Total | Hertsmere District	**£11.6**	£0.2	£0.0	£0.2	£1.5	£3.5	£3.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	***£9.9***	£0.9	£0.0	£0.0	£0.8	£0.0
Sub Total | Three Rivers Borough	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£1.6	£2.4	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.2***	£1.7	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£29.7**	£0.0	£2.3	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.9	£9.3	£4.3	£5.5	£1.6	£1.6	£0.0	£0.0	***£26.9***	£0.0	£1.4	£0.5	£1.1	£0.0
Sub Total | St Albans City & District	**£32.5**	£0.0	£0.0	£0.0	£1.2	£0.7	£0.2	£0.2	£0.0	£0.0	£0.6	£0.5	£0.2	£0.1	£0.0	£15.6	£1.9	£7.9	***£29.1***	£0.0	£0.2	£0.0	£0.8	£2.5

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)	Zone 18 Books etc (£m)	Zone 19 Books etc (£m)	Zone 21 Books etc (£m)	*Inner Study Area*	Zone 15 Books etc (£m)	Zone 16 Books etc (£m)	Zone 17 Books etc (£m)	Zone 20 Books etc (£m)	Zone 22 Books etc (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£11.6**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£7.1	£0.0	£0.0	£4.1	£0.0
Hatch End Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£6.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£6.5	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£22.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£16.5**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.4***	£0.0	£3.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£4.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£3.9**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.0	£0.0	£0.2
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£4.4	£0.0	£0.0
Others, Zone 17	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Sub-total	**£9.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£8.9**	**£0.0**	**£0.2**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£6.5	£0.0
Edgware District Centre	**£12.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£12.8	£0.0
Stanmore District Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£21.1**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Sub-total Study Area	**£175.8**	**£10.2**	**£7.2**	**£4.2**	**£3.1**	**£5.1**	**£4.2**	**£4.9**	**£6.3**	**£3.9**	**£4.6**	**£10.3**	**£4.9**	**£5.9**	**£2.0**	**£18.8**	**£2.6**	**£7.9**	***£106.1***	**£21.7**	**£5.9**	**£9.3**	**£30.1**	**£2.7**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	***£0.7***	£0.0	£3.2	£1.6	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£13.6**	£0.3	£0.2	£0.1	£0.1	£1.1	£0.1	£0.3	£0.7	£0.7	£0.2	£0.3	£0.0	£0.1	£0.1	£0.5	£0.5	£0.0	***£5.5***	£3.8	£0.6	£0.5	£3.2	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.7	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£2.2
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.4
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£3.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	***£0.6***	£0.0	£0.0	£1.0	£0.0	£1.7
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£4.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.8	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£1.0
Uxbridge Town Centre	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£8.6	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£2.7
Others, outside study area	**£8.5**	£0.0	£0.6	£0.1	£0.0	£0.2	£0.0	£0.2	£0.2	£0.1	£0.0	£0.0	£0.4	£0.0	£0.5	£0.0	£0.6	£0.0	***£2.8***	£3.3	£0.4	£0.9	£0.0	£1.1
Abroad	**£2.3**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub Total outside Study Area	**£61.0**	**£0.6**	**£0.8**	**£0.2**	**£0.3**	**£1.3**	**£0.7**	**£0.7**	**£1.0**	**£0.9**	**£0.4**	**£0.6**	**£2.3**	**£0.1**	**£1.1**	**£1.3**	**£5.0**	**£0.2**	***£17.5***	**£16.6**	**£5.1**	**£8.4**	**£4.0**	**£9.5**
Total (rounded)	**£236.9**	**£10.7**	**£8.1**	**£4.4**	**£3.4**	**£6.4**	**£4.9**	**£5.6**	**£7.3**	**£4.8**	**£4.9**	**£10.9**	**£7.2**	**£6.0**	**£3.1**	**£20.2**	**£7.6**	**£8.1**	***£123.6***	**£38.3**	**£11.0**	**£17.7**	**£34.1**	**£12.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
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Table 13: Small Household goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination	Total H'Hold (%)	Zone 1 H'Hold (%)	Zone 2 H'Hold (%)	Zone 3 H'Hold (%)	Zone 4 H'Hold (%)	Zone 5 H'Hold (%)	Zone 6 H'Hold (%)	Zone 7 H'Hold (%)	Zone 8 H'Hold (%)	Zone 9 H'Hold (%)	Zone 10 H'Hold (%)	Zone 11 H'Hold (%)	Zone 12 H'Hold (%)	Zone 13 H'Hold (%)	Zone 14 H'Hold (%)	Zone 18 H'Hold (%)	Zone 19 H'Hold (%)	Zone 21 H'Hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.20%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.59%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.72%	4.12%	4.60%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.33%	0.00%	0.00%	8.28%	1.48%	1.47%	0.00%	2.29%	0.91%	0.00%	1.28%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.90%
Watford Town Centre	23.60%	88.62%	62.08%	56.67%	28.45%	19.82%	16.26%	67.68%	67.66%	50.10%	40.43%	2.82%	4.52%	32.02%	3.34%	2.81%	1.21%	2.61%		34.32%	5.99%	0.00%	18.30%	0.00%
Others, Zone 1	0.12%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**24.97%**	**93.78%**	**66.67%**	**66.29%**	**31.35%**	**21.28%**	**16.26%**	**74.70%**	**72.16%**	**50.10%**	**41.71%**	**2.82%**	**7.83%**	**32.02%**	**4.34%**	**2.81%**	**1.21%**	**2.61%**		**34.32%**	**5.99%**	**0.00%**	**19.91%**	**0.90%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.67%	0.00%	13.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**13.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.28%**	**0.00%**	**1.98%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.08%	1.05%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.15%	0.00%	0.78%	0.00%	7.82%	0.00%	0.00%	1.14%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.23%**	**1.05%**	**0.78%**	**2.75%**	**7.82%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.51%	0.00%	0.00%	3.28%	1.97%	38.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.05%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.60%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.28%	0.00%	0.00%	0.00%	2.82%	9.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.03%**	**0.00%**	**0.00%**	**3.28%**	**6.28%**	**47.83%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.66%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	17.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**20.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.04%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**5.93%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	3.97%	1.05%	2.32%	1.34%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	6.21%	48.81%	19.46%	9.53%	3.94%	1.64%	0.00%	0.00%		0.00%	5.99%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	4.40%	0.00%	2.32%	0.00%	0.00%	0.00%	0.00%	6.29%	0.00%	19.00%	31.60%	23.80%	44.54%	4.66%	0.00%	0.00%	0.00%	0.00%		0.98%	3.61%	0.00%	0.00%	0.00%
Others, Zone 11	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.41%**	**1.05%**	**4.65%**	**1.34%**	**0.00%**	**1.47%**	**0.00%**	**6.29%**	**0.00%**	**19.00%**	**37.81%**	**72.61%**	**64.99%**	**14.20%**	**3.94%**	**1.64%**	**0.00%**	**0.00%**		**0.98%**	**9.60%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	7.28%	0.00%	0.00%	0.00%
Sub-total	**0.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**7.28%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	10.20%	2.91%	0.00%	0.00%	0.00%		0.00%	0.00%	1.77%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.74%**	**0.00%**	**0.00%**	**0.00%**	**10.20%**	**2.91%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.77%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	31.41%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**32.41%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.50%	0.00%	0.00%	0.00%	5.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%	3.37%	0.00%		0.00%	0.00%	0.00%	0.00%	1.21%
St. Albans City Centre	6.46%	2.44%	0.00%	5.54%	5.84%	5.65%	3.34%	0.00%	0.00%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	46.08%	23.52%	22.71%		0.00%	0.00%	0.00%	0.00%	12.47%
Others, Zone 18	0.22%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.18%**	**2.44%**	**0.00%**	**5.54%**	**11.68%**	**7.19%**	**3.34%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**49.30%**	**32.20%**	**22.71%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**13.67%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	2.25%	0.00%	0.00%	6.88%	28.35%	12.19%	11.08%	0.00%	0.00%	0.00%	5.25%	2.36%	2.54%	1.55%	0.00%	1.17%	7.78%	1.54%		0.98%	0.00%	0.00%	3.66%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.30%**	**0.00%**	**0.00%**	**6.88%**	**28.35%**	**12.19%**	**11.08%**	**0.00%**	**0.00%**	**0.00%**	**5.25%**	**2.36%**	**3.86%**	**1.55%**	**0.00%**	**1.17%**	**7.78%**	**1.54%**		**0.98%**	**0.00%**	**0.00%**	**3.66%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.46%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.46%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**48.0%**	**98.3%**	**85.3%**	**86.1%**	**87.0%**	**91.5%**	**51.3%**	**88.1%**	**74.5%**	**82.1%**	**92.5%**	**77.8%**	**78.7%**	**58.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**36.3%**	**28.3%**	**1.8%**	**28.2%**	**14.6%**
Sub Total | Watford District	25.7%	93.8%	79.9%	66.3%	31.3%	21.3%	16.3%	74.7%	72.2%	50.1%	43.0%	2.8%	9.8%	32.0%	4.3%	2.8%	1.2%	2.6%		34.3%	6.0%	0.0%	19.9%	0.9%
Sub Total | Hertsmere District	2.6%	1.0%	0.8%	6.0%	15.6%	47.8%	20.6%	1.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%		0.0%	0.0%	0.0%	4.7%	0.0%
Sub Total | Three Rivers Borough	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	5.9%	2.3%	8.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	9.6%	1.0%	4.6%	1.3%	0.0%	1.5%	0.0%	6.3%	0.0%	20.7%	37.8%	72.6%	65.0%	24.4%	39.3%	1.6%	0.0%	0.0%		1.0%	22.3%	1.8%	0.0%	0.0%
Sub Total | St Albans City & District	9.7%	2.4%	0.0%	12.4%	40.0%	19.4%	14.4%	0.0%	0.0%	0.0%	7.8%	2.4%	3.9%	1.6%	0.0%	50.5%	40.0%	32.7%		1.0%	0.0%	0.0%	3.7%	13.7%

Destination	Total H'hold (%)	Zone 1 H'hold (%)	Zone 2 H'hold (%)	Zone 3 H'hold (%)	Zone 4 H'hold (%)	Zone 5 H'hold (%)	Zone 6 H'hold (%)	Zone 7 H'hold (%)	Zone 8 H'hold (%)	Zone 9 H'hold (%)	Zone 10 H'hold (%)	Zone 11 H'hold (%)	Zone 12 H'hold (%)	Zone 13 H'hold (%)	Zone 14 H'hold (%)	Zone 18 H'hold (%)	Zone 19 H'hold (%)	Zone 21 H'hold (%)	*Inner Study Area*	Zone 15 H'hold (%)	Zone 16 H'hold (%)	Zone 17 H'hold (%)	Zone 20 H'hold (%)	Zone 22 H'hold (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.37%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.94%	0.00%	0.00%	5.54%	0.00%	0.00%	0.00%	0.00%	3.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		19.24%	0.00%	0.00%	8.32%	0.00%
Hatch End Local Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.64%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.94%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.36%**	**0.00%**	**0.00%**	**5.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**26.20%**	**0.00%**	**0.00%**	**8.32%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.46%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.46%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.25%	2.07%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.06%	0.00%	7.69%
Homebase, Vimy Road, Leighton Buzzard	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	0.00%
Leighton Buzzard Town Centre	1.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	14.19%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.25%**	**2.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**22.84%**	**0.00%**	**7.69%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	20.96%	0.00%
Edgware District Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	5.80%	0.00%
Stanmore District Centre	2.73%	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.36%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.49%**	**0.00%**	**0.00%**	**1.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**46.12%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.77%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.77%**
Sub-total Study Area	**63.7%**	**98.3%**	**85.3%**	**93.0%**	**87.0%**	**91.5%**	**51.3%**	**89.7%**	**81.9%**	**82.1%**	**92.5%**	**77.8%**	**81.9%**	**60.0%**	**43.6%**	**54.9%**	**42.4%**	**35.3%**		**62.5%**	**33.8%**	**24.6%**	**82.7%**	**24.0%**
Outside Study Area																								
Amersham Town Centre	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.95%	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	4.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%	0.99%	1.48%	19.23%	0.00%	0.00%	0.00%		0.00%	32.96%	1.26%	0.00%	0.00%
Beaconsfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.73%	0.00%	3.78%	1.34%	2.82%	3.96%	1.40%	0.00%	0.86%	0.00%	1.79%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	9.09%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.46%	1.77%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.01%	0.00%	0.00%	1.41%	2.40%	0.00%	8.61%	0.00%	3.85%	2.43%	1.79%	0.00%	0.00%	2.07%	0.00%	4.85%	2.47%	7.53%		4.76%	1.76%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.89%	0.00%		0.00%	0.00%	0.00%	1.53%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.41%	0.00%	0.78%	0.00%	0.00%	0.00%	1.95%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	8.13%	3.68%	5.92%		0.00%	0.00%	0.00%	0.00%	5.33%
Hatterseway Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	3.47%	0.00%	0.00%	0.00%	22.44%	2.67%	0.00%	0.00%	0.00%		5.43%	10.21%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.72%
Ikea, Drury Way, North Circular Road, Wembley	2.63%	1.69%	9.38%	0.00%	5.84%	3.08%	2.36%	6.33%	3.58%	0.00%	0.00%	14.64%	0.00%	1.55%	0.00%	0.00%	1.69%	0.00%		5.04%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	2.59%	0.00%	14.01%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.79%	1.21%	0.94%	5.69%	19.70%	4.85%	0.00%	0.00%		0.00%	6.17%	56.20%	0.00%	5.67%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	1.55%	0.00%	1.64%	0.00%	8.51%		0.00%	0.00%	4.29%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%		0.00%	0.00%	0.00%	0.00%	3.92%
Roebuck Retail Park, London Road, Stevenage	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.02%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%		0.00%	0.00%	0.00%	0.00%	3.27%
The Galleria Outlet, Comet Way, Hatfield	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	4.10%	1.62%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.40%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	1.47%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.82%	0.00%		1.37%	0.00%	0.00%	0.00%	0.90%
Welwyn Garden City Town Centre	7.37%	0.00%	0.00%	1.41%	0.00%	0.00%	24.90%	0.00%	0.00%	9.02%	0.00%	0.00%	3.21%	1.55%	0.00%	21.56%	24.63%	37.42%		0.00%	0.00%	0.00%	5.19%	36.92%
Others, outside study area	4.20%	0.00%	0.00%	2.82%	0.00%	0.00%	2.85%	1.60%	8.02%	0.00%	0.00%	0.00%	0.99%	2.07%	14.80%	1.23%	2.47%	0.00%		12.51%	6.17%	9.28%	0.00%	1.21%
Abroad	1.36%	0.00%	0.78%	0.00%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	11.01%	0.00%	0.00%	0.00%	0.00%	0.00%		1.96%	1.76%	0.00%	1.53%	0.00%
Sub Total outside Study Area	**36.3%**	**1.7%**	**14.7%**	**7.0%**	**13.0%**	**8.5%**	**48.7%**	**10.3%**	**18.1%**	**17.9%**	**7.6%**	**22.2%**	**18.1%**	**40.0%**	**56.4%**	**45.1%**	**57.6%**	**64.7%**		**37.5%**	**66.2%**	**75.4%**	**17.3%**	**76.0%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 14: Small Household goods expenditure

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	Study	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	Area	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)	H'hold (£m)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	**£2.1**	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£7.5**	£2.2	£2.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	***£5.3***	£0.0	£0.0	£0.0	£2.1	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£4.2**	£0.0	£0.0	£1.7	£0.2	£0.5	£0.0	£0.6	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.8***	£0.0	£0.0	£0.0	£0.0	£0.4
Watford Town Centre	**£256.1**	£48.0	£28.0	£11.6	£4.3	£6.8	£3.7	£18.6	£21.6	£10.2	£9.4	£1.7	£1.6	£8.7	£0.5	£2.6	£0.4	£0.9	***£178.6***	£50.6	£2.6	£0.0	£24.4	£0.0
Others, Zone 1	**£1.6**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£271.4**	**£50.8**	**£30.1**	**£13.6**	**£4.7**	**£7.3**	**£3.7**	**£20.5**	**£23.0**	**£10.2**	**£9.7**	**£1.7**	**£2.8**	**£8.7**	**£0.6**	**£2.6**	**£0.4**	**£0.9**	***£191.3***	**£50.6**	**£2.6**	**£0.0**	**£26.5**	**£0.4**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£6.6**	£0.0	£6.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£6.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.0**	**£0.0**	**£6.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£7.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.1**	£0.6	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.3**	£0.0	£0.3	£0.0	£1.2	£0.0	£0.0	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.6**	**£0.3**	**£0.6**	**£1.2**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	**£18.1**	£0.0	£0.0	£0.7	£0.3	£13.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£14.0***	£0.0	£0.0	£0.0	£4.1	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£3.7**	£0.0	£0.0	£0.0	£0.4	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.1**	**£0.0**	**£0.0**	**£0.7**	**£0.9**	**£16.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£17.9***	**£0.0**	**£0.0**	**£0.0**	**£6.2**	**£0.0**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	***£5.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£1.6**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	**£46.9**	£0.6	£1.0	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£1.5	£28.9	£7.0	£2.6	£0.5	£1.5	£0.0	£0.0	***£44.3***	£0.0	£2.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£48.2**	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£3.9	£7.4	£14.1	£15.9	£1.3	£0.0	£0.0	£0.0	£0.0	***£45.3***	£1.4	£1.5	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£95.5**	**£0.6**	**£2.1**	**£0.3**	**£0.0**	**£0.5**	**£0.0**	**£1.7**	**£0.0**	**£3.9**	**£8.8**	**£42.9**	**£23.2**	**£3.8**	**£0.5**	**£1.5**	**£0.0**	**£0.0**	***£89.9***	**£1.4**	**£4.1**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£3.1	£0.0	£0.0	£0.0
Sub-total	**£3.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£3.1**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	**£5.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£2.8	£0.4	£0.0	£0.0	£0.0	***£3.5***	£0.0	£0.0	£1.5	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£2.8**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**
Zone 14 | Tring																							
Tring Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	***£4.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£6.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£4.5**	**£0.0**	**£0.0**	**£0.0**	***£4.5***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£5.7**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£1.2	£0.0	***£5.1***	£0.0	£0.0	£0.0	£0.0	£0.6
St. Albans City Centre	**£72.4**	£1.3	£0.0	£1.1	£0.9	£1.9	£0.8	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£43.2	£8.3	£8.1	***£66.3***	£0.0	£0.0	£0.0	£0.0	£6.2
Others, Zone 18	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	***£2.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£80.5**	**£1.3**	**£0.0**	**£1.1**	**£1.8**	**£2.5**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£46.3**	**£11.3**	**£8.1**	***£73.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£6.8**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£27.0**	£0.0	£0.0	£1.4	£4.2	£4.2	£2.5	£0.0	£0.0	£0.0	£1.2	£1.4	£0.9	£0.4	£0.0	£1.1	£2.7	£0.6	***£20.7***	£1.4	£0.0	£0.0	£4.9	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.5**	**£0.0**	**£0.0**	**£1.4**	**£4.2**	**£4.2**	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£1.4**	**£1.4**	**£0.4**	**£0.0**	**£1.1**	**£2.7**	**£0.6**	***£21.2***	**£1.4**	**£0.0**	**£0.0**	**£4.9**	**£0.0**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£3.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£538.4**	**£53.3**	**£38.5**	**£17.7**	**£13.0**	**£31.2**	**£11.8**	**£24.1**	**£23.8**	**£16.7**	**£21.6**	**£46.0**	**£28.1**	**£15.7**	**£6.1**	**£51.6**	**£14.9**	**£12.6**	***£426.6***	**£53.4**	**£12.1**	**£1.5**	**£37.6**	**£7.2**
Sub Total | Watford District	**£278.4**	£50.8	£36.0	£13.6	£4.7	£7.3	£3.7	£20.5	£23.0	£10.2	£10.0	£1.7	£3.5	£8.7	£0.6	£2.6	£0.4	£0.9	***£198.3***	£50.6	£2.6	£0.0	£26.5	£0.4
Sub Total | Hertsmere District	**£33.0**	£0.6	£0.3	£1.2	£2.3	£16.3	£4.7	£0.3	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£26.8***	£0.0	£0.0	£0.0	£6.2	£0.0
Sub Total | Three Rivers Borough	**£5.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.6	£0.7	£1.8	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£110.4**	£0.6	£2.1	£0.3	£0.0	£0.5	£0.0	£1.7	£0.0	£4.2	£8.8	£42.9	£23.2	£6.6	£5.5	£1.5	£0.0	£0.0	***£98.0***	£1.4	£9.5	£1.5	£0.0	£0.0
Sub Total | St Albans City & District	**£111.0**	£1.3	£0.0	£2.5	£6.0	£6.6	£3.3	£0.0	£0.0	£0.0	£1.8	£1.4	£1.4	£0.4	£0.0	£47.4	£14.0	£11.7	***£97.9***	£1.4	£0.0	£0.0	£4.9	£6.8

Destination	Total H'hold (£m)	Zone 1 H'hold (£m)	Zone 2 H'hold (£m)	Zone 3 H'hold (£m)	Zone 4 H'hold (£m)	Zone 5 H'hold (£m)	Zone 6 H'hold (£m)	Zone 7 H'hold (£m)	Zone 8 H'hold (£m)	Zone 9 H'hold (£m)	Zone 10 H'hold (£m)	Zone 11 H'hold (£m)	Zone 12 H'hold (£m)	Zone 13 H'hold (£m)	Zone 14 H'hold (£m)	Zone 18 H'hold (£m)	Zone 19 H'hold (£m)	Zone 21 H'hold (£m)	*Inner Study Area*	Zone 15 H'hold (£m)	Zone 16 H'hold (£m)	Zone 17 H'hold (£m)	Zone 20 H'hold (£m)	Zone 22 H'hold (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£41.7**	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.3***	£28.3	£0.0	£0.0	£11.1	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.9	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£4.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£4.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£53.2**	**£0.0**	**£0.0**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.5***	**£38.6**	**£0.0**	**£0.0**	**£11.1**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£10.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.6	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£5.1	£0.0	£3.8
Homebase, Vimy Road, Leighton Buzzard	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.2	£0.0	£0.0
Leighton Buzzard Town Centre	**£12.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£12.0	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£24.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£0.0**	**£0.0**	**£19.3**	**£0.0**	**£3.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£27.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£27.9	£0.0
Edgware District Centre	**£7.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£7.7	£0.0
Stanmore District Centre	**£26.1**	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£25.8	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£61.7**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£61.4**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**
Sub-total Study Area	**£681.8**	**£53.3**	**£38.5**	**£19.1**	**£13.0**	**£31.2**	**£11.8**	**£24.6**	**£26.1**	**£16.7**	**£21.6**	**£46.0**	**£29.3**	**£16.2**	**£6.1**	**£51.6**	**£14.9**	**£12.6**	***£432.6***	**£92.0**	**£14.4**	**£20.7**	**£110.1**	**£11.9**
Outside Study Area																								
Amersham Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£6.0	£2.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£19.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.4	£0.4	£2.7	£0.0	£0.0	£0.0	***£4.4***	£0.0	£14.1	£1.1	£0.0	£0.0
Beaconsfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£17.5**	£0.0	£1.7	£0.3	£0.4	£1.4	£0.3	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£5.4***	£0.0	£0.0	£0.0	£12.1	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.1	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£21.2**	£0.0	£0.0	£0.3	£0.4	£0.0	£2.0	£0.0	£1.2	£0.5	£0.4	£0.0	£0.0	£0.6	£0.0	£4.6	£0.9	£2.7	***£13.4***	£7.0	£0.8	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£2.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£15.2**	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£7.6	£1.3	£2.1	***£12.5***	£0.0	£0.0	£0.0	£0.0	£2.6
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£19.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	£0.0	£0.0	£0.0	£6.1	£0.4	£0.0	£0.0	£0.0	***£7.5***	£8.0	£4.4	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.9
Ikea, Drury Way, North Circular Road, Wembley	**£27.6**	£0.9	£4.2	£0.0	£0.9	£1.1	£0.5	£1.7	£1.1	£0.0	£0.0	£8.7	£0.0	£0.4	£0.0	£0.0	£0.6	£0.0	***£20.2***	£7.4	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.2	£0.0	£6.9
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£63.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.3	£1.5	£2.7	£4.6	£0.0	£0.0	***£10.3***	£0.0	£2.6	£47.4	£0.0	£2.8
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£9.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£1.5	£0.0	£3.0	***£5.3***	£0.0	£0.0	£3.6	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£1.9
Roebuck Retail Park, London Road, Stevenage	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.6
The Galleria Outlet, Comet Way, Hatfield	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.4	£0.6	***£3.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£3.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	***£2.6***	£2.0	£0.0	£0.0	£0.0	£0.4
Welwyn Garden City Town Centre	**£76.9**	£0.0	£0.0	£0.3	£0.0	£0.0	£5.7	£0.0	£0.0	£1.8	£0.0	£0.0	£1.1	£0.4	£0.0	£20.2	£8.6	£13.4	***£51.7***	£0.0	£0.0	£0.0	£6.9	£18.3
Others, outside study area	**£38.7**	£0.0	£0.0	£0.6	£0.0	£0.0	£0.7	£0.4	£2.6	£0.0	£0.0	£0.0	£0.4	£0.6	£2.1	£1.2	£0.9	£0.0	***£9.2***	£18.4	£2.6	£7.8	£0.0	£0.6
Abroad	**£13.1**	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.4***	£2.9	£0.8	£0.0	£2.0	£0.0
Sub Total outside Study Area	**£370.7**	**£0.9**	**£6.6**	**£1.4**	**£2.0**	**£2.9**	**£11.2**	**£2.8**	**£5.8**	**£3.6**	**£1.8**	**£13.1**	**£6.5**	**£10.8**	**£7.9**	**£42.3**	**£20.2**	**£23.1**	***£163.0***	**£55.3**	**£28.2**	**£63.6**	**£23.1**	**£37.6**
Total (rounded)	**£1,052.5**	**£54.2**	**£45.1**	**£20.5**	**£15.0**	**£34.1**	**£23.0**	**£27.4**	**£31.9**	**£20.3**	**£23.4**	**£59.1**	**£35.7**	**£27.0**	**£13.9**	**£93.9**	**£35.1**	**£35.8**	***£595.5***	**£147.3**	**£42.7**	**£84.3**	**£133.2**	**£49.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)		Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	0.91%	1.35%	1.03%	2.15%	0.00%	0.00%	0.00%	4.05%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	5.32%	29.54%	13.22%	13.30%	11.33%	0.00%	0.00%	10.41%	4.84%	6.18%	5.85%	6.25%	2.12%	0.00%	0.00%	8.33%	0.00%	0.00%		0.00%	0.00%	0.00%	4.39%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	1.69%	2.36%	3.10%	13.30%	4.39%	0.00%	2.43%	8.38%	15.01%	0.00%	2.56%	0.00%	0.00%	0.00%	0.00%	1.70%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	20.50%	63.38%	78.80%	58.66%	45.84%	35.24%	3.23%	68.86%	57.97%	31.37%	55.68%	3.10%	1.51%	18.12%	3.46%	5.52%	0.00%	4.05%		11.90%	4.20%	0.00%	11.85%	0.00%
Others, Zone 1	0.60%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.87%	0.00%	0.00%	0.00%	0.00%
Sub-total	**29.02%**	**97.64%**	**96.15%**	**87.41%**	**61.56%**	**35.24%**	**5.66%**	**91.70%**	**82.70%**	**40.13%**	**64.09%**	**9.35%**	**3.63%**	**18.12%**	**3.46%**	**22.26%**	**1.66%**	**4.05%**		**16.93%**	**4.20%**	**0.00%**	**16.24%**	**0.00%**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.06%	0.00%	0.00%	5.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.14%	0.00%	0.78%	0.00%	10.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.78%**	**5.16%**	**10.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	0.60%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**3.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.71%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	1.85%	0.00%	0.78%	0.00%	4.93%	38.22%	7.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.05%	0.00%	0.00%	2.15%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.42%	0.00%	0.00%	0.00%	0.00%	12.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Sub-total	**2.70%**	**0.00%**	**0.78%**	**2.15%**	**4.93%**	**50.57%**	**10.28%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.41%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.28%**	**0.00%**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	3.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.64%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.54%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**10.89%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%	17.48%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**17.48%**	**2.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.16%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**2.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**14.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	7.18%	0.00%	0.78%	0.00%	0.00%	0.00%	2.31%	0.00%	4.88%	2.71%	17.65%	76.59%	31.81%	25.38%	9.27%	0.00%	3.99%	2.51%		0.00%	15.52%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	1.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%	5.74%	38.42%	0.00%	0.00%	0.00%	0.00%	3.34%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.21%**	**0.00%**	**0.78%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**4.88%**	**2.71%**	**20.21%**	**85.43%**	**70.23%**	**25.38%**	**9.27%**	**0.00%**	**3.99%**	**5.85%**		**0.00%**	**15.52%**	**0.00%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.06%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.16%	47.36%	1.77%	0.00%	0.00%	0.00%		0.00%	2.83%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.16%**	**47.36%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																								
Tring Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.05%	0.00%	0.00%	0.00%		0.00%	2.83%	2.01%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.05%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.83%**	**2.01%**	**0.00%**	**0.00%**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.65%	0.00%	9.87%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	4.54%	0.00%	0.00%	0.00%	2.56%	2.39%	0.00%	0.00%	0.00%	0.00%	2.56%	0.00%	2.12%	0.00%	1.77%	31.40%	34.73%	10.63%		0.00%	0.00%	0.00%	0.00%	1.43%
Others, Zone 18	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.68%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**2.39%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.56%**	**0.00%**	**8.37%**	**0.00%**	**1.77%**	**38.05%**	**36.39%**	**20.50%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.43%**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.98%	0.00%	0.00%	0.00%	7.57%	2.39%	14.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	3.34%		0.00%	0.00%	0.00%	3.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.12%**	**0.00%**	**0.00%**	**0.00%**	**7.57%**	**2.39%**	**14.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**	**3.34%**		**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	19.58%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**19.58%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**51.9%**	**97.6%**	**98.5%**	**94.7%**	**90.5%**	**90.6%**	**41.0%**	**95.7%**	**90.8%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**20.3%**	**72.5%**	**56.3%**	**53.3%**		**19.1%**	**25.4%**	**2.0%**	**23.5%**	**1.4%**
Sub Total | Watford District	29.1%	97.6%	96.2%	87.4%	61.6%	35.2%	5.7%	91.7%	82.7%	40.1%	66.5%	9.4%	3.6%	18.1%	3.5%	22.3%	1.7%	4.1%		16.9%	4.2%	0.0%	16.2%	0.0%
Sub Total | Hertsmere District	4.0%	0.0%	1.6%	7.3%	18.8%	50.6%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	14.3%	0.0%		0.0%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.2%	31.5%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.2%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.8%	0.0%	0.0%	0.0%	2.3%	0.0%	4.9%	2.7%	20.2%	85.4%	75.9%	72.7%	15.1%	0.0%	4.0%	5.9%		0.0%	21.2%	2.0%	0.0%	0.0%
Sub Total | St Albans City & District	7.6%	0.0%	0.0%	0.0%	10.1%	4.8%	14.2%	0.0%	0.0%	0.0%	2.6%	0.0%	8.4%	0.0%	1.8%	43.6%	36.4%	43.4%		0.0%	0.0%	0.0%	3.0%	1.4%

Destination	Total Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 21 Recrtn (%)	*Inner Study Area*	Zone 15 Recrtn (%)	Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 20 Recrtn (%)	Zone 22 Recrtn (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	6.22%	0.00%	0.00%	0.00%	0.00%	1.71%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		8.41%	0.00%	0.00%	34.54%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Ruislip Town Centre	3.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.21%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.71%**	**0.00%**	**2.13%**	**2.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**38.62%**	**0.00%**	**0.00%**	**36.68%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	5.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**5.72%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%		0.00%	0.00%	7.64%	0.00%	1.36%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.93%	11.66%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.62%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**19.30%**	**0.00%**	**1.36%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	5.64%
Edgware District Centre	1.04%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.36%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	6.63%	0.00%
Stanmore District Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.02%**	**0.00%**	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**2.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.36%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**10.91%**	**5.64%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.83%		0.00%	0.00%	0.00%	0.00%	33.21%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.37%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.27%**	**0.00%**	**8.83%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**33.21%**
Sub-total Study Area	**68.9%**	**97.6%**	**99.2%**	**94.7%**	**90.5%**	**92.3%**	**43.3%**	**97.9%**	**93.2%**	**74.3%**	**97.6%**	**94.8%**	**87.9%**	**90.9%**	**22.7%**	**76.4%**	**56.3%**	**62.2%**	*0.0%*	**57.7%**	**33.0%**	**21.3%**	**71.1%**	**41.6%**
Outside Study Area																								
Amersham Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.75%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	0.00%	0.00%		0.00%	5.69%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	47.26%	0.00%	0.00%	0.00%		0.00%	26.20%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.83%	0.00%	0.00%	0.00%	9.49%	3.59%	4.62%	0.00%	0.00%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.50%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%		0.00%	6.20%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.73%	0.00%	0.78%	3.01%	0.00%	0.00%	0.00%	0.00%	6.83%	2.71%	0.00%	1.51%	3.10%	0.00%	0.00%	1.62%	6.83%	9.20%		11.36%	1.38%	0.00%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.14%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	7.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.71%	6.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatterssway Retail Park, Chaul End Lane, Luton	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.92%	19.39%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	3.18%	0.00%	1.69%	0.00%	0.00%	9.68%		0.00%	0.00%	7.53%	0.00%	10.42%
Marlow Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.39%	0.00%	0.00%	0.00%		0.00%	3.31%	58.71%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	4.02%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.45%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	5.59%
Roebuck Retail Park, London Road, Stevenage	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.51%		0.00%	0.00%	0.00%	0.00%	1.91%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	2.39%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	1.66%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.70%	2.33%	2.51%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	2.39%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		16.89%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.03%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	5.15%	0.00%	0.00%	0.00%	0.00%	0.00%	34.81%	0.00%	0.00%	0.00%	0.00%	0.00%	3.71%	0.00%	0.00%	8.52%	17.61%	8.12%		0.00%	0.00%	0.00%	5.14%	39.07%
Others, outside study area	3.69%	1.01%	0.00%	2.26%	0.00%	1.71%	2.43%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	9.15%	2.36%	0.00%	5.66%	3.34%		4.10%	3.38%	8.44%	11.11%	1.36%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**31.1%**	**2.4%**	**0.8%**	**5.3%**	**9.5%**	**7.7%**	**56.8%**	**2.1%**	**6.8%**	**25.7%**	**2.4%**	**5.2%**	**12.1%**	**9.2%**	**77.3%**	**23.6%**	**43.6%**	**37.9%**		**42.3%**	**67.0%**	**78.7%**	**28.9%**	**58.4%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
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Table 16: Recreation goods expenditure

Destination	Total Recrtn (£m)	Watford BC Zone 1 Recrtn (£m)	Watford BC Zone 2 Recrtn (£m)	Hertsmere BC Zone 3 Recrtn (£m)	Hertsmere BC Zone 4 Recrtn (£m)	Hertsmere BC Zone 5 Recrtn (£m)	Hertsmere BC Zone 6 Recrtn (£m)	Three Rivers DC Zone 7 Recrtn (£m)	Three Rivers DC Zone 8 Recrtn (£m)	Three Rivers DC Zone 9 Recrtn (£m)	Three Rivers DC Zone 10 Recrtn (£m)	Dacorum BC Zone 11 Recrtn (£m)	Dacorum BC Zone 12 Recrtn (£m)	Dacorum BC Zone 13 Recrtn (£m)	Dacorum BC Zone 14 Recrtn (£m)	St Albans DC Zone 18 Recrtn (£m)	St Albans DC Zone 19 Recrtn (£m)	St Albans DC Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Study Area																								
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£4.4**	£0.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.3	£0.0	***£4.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£22.1**	£6.5	£2.5	£1.2	£0.7	£0.0	£0.0	£1.2	£0.7	£0.5	£0.7	£1.7	£0.4	£0.0	£0.0	£3.5	£0.0	£0.0	***£19.5***	£0.0	£0.0	£0.0	£2.6	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£8.5**	£0.5	£0.6	£1.2	£0.3	£0.0	£0.3	£1.0	£2.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£6.9***	£1.6	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£90.8**	£14.0	£14.8	£5.2	£2.8	£4.9	£0.3	£7.9	£8.2	£2.7	£6.2	£0.8	£0.3	£2.2	£0.3	£2.3	£0.0	£0.6	***£73.6***	£8.8	£1.2	£0.0	£7.1	£0.0
Others, Zone 1	**£3.0**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£2.1	£0.0	£0.0	£0.0	£0.0
Sub-total	**£128.8**	**£21.6**	**£18.1**	**£7.7**	**£3.8**	**£4.9**	**£0.6**	**£10.6**	**£11.8**	**£3.4**	**£7.2**	**£2.5**	**£0.6**	**£2.2**	**£0.3**	**£9.3**	**£0.3**	**£0.6**	***£105.4***	**£12.5**	**£1.2**	**£0.0**	**£9.7**	**£0.0**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.5**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.8**	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.1**	**£0.5**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£3.0**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	***£3.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.8**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£8.2**	£0.0	£0.1	£0.0	£0.3	£5.4	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£6.9***	£0.0	£0.0	£0.0	£1.3	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.7**	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£1.3	£0.0
Sub-total	**£11.9**	**£0.0**	**£0.1**	**£0.2**	**£0.3**	**£7.1**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	***£9.3***	**£0.0**	**£0.0**	**£0.0**	**£2.6**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	***£2.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£1.5**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.6	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£38.8**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.0	£20.6	£5.6	£3.1	£0.7	£0.0	£0.6	£0.4	***£34.2***	£0.0	£4.6	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£9.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5	£6.8	£0.0	£0.0	£0.0	£0.0	£0.5	***£9.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£48.8**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.7**	**£0.2**	**£2.3**	**£23.0**	**£12.4**	**£3.1**	**£0.7**	**£0.0**	**£0.6**	**£0.9**	***£44.2***	**£0.0**	**£4.6**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£7.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£5.7	£0.1	£0.0	£0.0	£0.0	***£6.6***	£0.0	£0.8	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£5.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£6.6***	**£0.0**	**£0.8**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.8	£0.9	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.8**	**£0.9**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£1.5	***£4.3***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£21.7**	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.1	£13.1	£5.4	£1.7	***£21.4***	£0.0	£0.0	£0.0	£0.0	£0.4
Others, Zone 18	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£27.4**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£1.5**	**£0.0**	**£0.1**	**£15.8**	**£5.7**	**£3.2**	***£27.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£5.3**	£0.0	£0.0	£0.0	£0.5	£0.3	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.5	***£3.5***	£0.0	£0.0	£0.0	£1.8	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.9**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.3**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.5**	***£4.1***	**£0.0**	**£0.0**	**£0.0**	**£1.8**	**£0.0**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£3.1	***£4.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£3.1**	***£4.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£249.7**	**£21.6**	**£18.5**	**£8.4**	**£5.6**	**£12.7**	**£4.2**	**£11.0**	**£12.9**	**£6.3**	**£10.9**	**£25.5**	**£15.5**	**£10.9**	**£1.5**	**£30.2**	**£8.8**	**£8.3**	***£212.7***	**£14.1**	**£7.5**	**£0.9**	**£14.1**	**£0.4**
Sub Total | Watford District	**£129.1**	£21.6	£18.1	£7.7	£3.8	£4.9	£0.6	£10.6	£11.8	£3.4	£7.4	£2.5	£0.6	£2.2	£0.3	£9.3	£0.3	£0.6	***£105.6***	£12.5	£1.2	£0.0	£9.7	£0.0
Sub Total | Hertsmere District	**£18.7**	£0.0	£0.3	£0.6	£1.2	£7.1	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.2	£0.0	***£16.1***	£0.0	£0.0	£0.0	£2.6	£0.0
Sub Total | Three Rivers Borough	**£6.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£2.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.5***	£1.6	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£58.5**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.7	£0.2	£2.3	£23.0	£13.4	£8.8	£1.1	£0.0	£0.6	£0.9	***£51.3***	£0.0	£6.3	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£37.3**	£0.0	£0.0	£0.0	£0.6	£0.7	£1.5	£0.0	£0.0	£0.0	£0.3	£0.0	£1.5	£0.0	£0.1	£18.1	£5.7	£6.8	***£35.2***	£0.0	£0.0	£0.0	£1.8	£0.4

Destination	Total Recrtn (£m)	Zone 1 Recrtn (£m)	Zone 2 Recrtn (£m)	Zone 3 Recrtn (£m)	Zone 4 Recrtn (£m)	Zone 5 Recrtn (£m)	Zone 6 Recrtn (£m)	Zone 7 Recrtn (£m)	Zone 8 Recrtn (£m)	Zone 9 Recrtn (£m)	Zone 10 Recrtn (£m)	Zone 11 Recrtn (£m)	Zone 12 Recrtn (£m)	Zone 13 Recrtn (£m)	Zone 14 Recrtn (£m)	Zone 18 Recrtn (£m)	Zone 19 Recrtn (£m)	Zone 21 Recrtn (£m)	Inner Study Area	Zone 15 Recrtn (£m)	Zone 16 Recrtn (£m)	Zone 17 Recrtn (£m)	Zone 20 Recrtn (£m)	Zone 22 Recrtn (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£27.3**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£6.2	£0.0	£0.0	£20.7	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£22.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£22.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£51.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.8***	**£28.6**	**£0.0**	**£0.0**	**£22.0**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£1.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£1.7**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	***£0.7***	£0.0	£0.0	£3.6	£0.0	£0.3
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£5.4	£0.0	£0.0
Others, Zone 17	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.6**	**£9.0**	**£0.0**	**£0.3**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£1.3	£1.4
Edgware District Centre	**£4.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Wealdstone Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.0**	**£0.0**	**£6.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£9.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	***£1.4***	£0.0	£0.0	£0.0	£0.0	£8.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£1.4**	***£2.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.3**
Sub-total Study Area	**£332.5**	**£21.6**	**£18.6**	**£8.4**	**£5.6**	**£12.9**	**£4.5**	**£11.3**	**£13.2**	**£6.3**	**£10.9**	**£25.5**	**£15.5**	**£10.9**	**£1.7**	**£31.8**	**£8.8**	**£9.7**	***£217.1***	**£42.7**	**£9.8**	**£9.9**	**£42.6**	**£10.4**
Outside Study Area																								
Amersham Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£0.9***	£0.0	£1.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£11.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	***£3.5***	£0.0	£7.7	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£8.1**	£0.0	£0.0	£0.0	£0.6	£0.5	£0.5	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£6.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£1.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£14.5**	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£0.4	£0.5	£0.0	£0.0	£0.7	£1.1	£1.4	***£5.7***	£8.4	£0.4	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£1.0	£0.0	***£4.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatterswaay Retail Park, Chaul End Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£9.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.6	£5.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£8.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.1	£0.0	£0.0	£1.5	***£2.8***	£0.0	£0.0	£3.5	£0.0	£2.6
Marlow Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£29.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	***£1.6***	£0.0	£1.0	£27.4	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.9	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.4
Roebuck Retail Park, London Road, Stevenage	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.5
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.4	£0.4	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£13.7**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£12.5	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£3.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.7	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£24.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£3.5	£2.7	£1.3	***£11.8***	£0.0	£0.0	£0.0	£3.1	£9.7
Others, outside study area	**£18.9**	£0.2	£0.0	£0.2	£0.0	£0.2	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	£0.9	£0.5	***£3.9***	£3.0	£1.0	£3.9	£6.7	£0.3
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£164.7**	**£0.5**	**£0.1**	**£0.5**	**£0.6**	**£1.1**	**£5.8**	**£0.2**	**£1.0**	**£2.2**	**£0.3**	**£1.4**	**£2.1**	**£1.1**	**£5.7**	**£9.8**	**£6.8**	**£5.9**	***£45.1***	**£31.3**	**£19.8**	**£36.7**	**£17.3**	**£14.6**
Total (rounded)	**£497.2**	**£22.2**	**£18.8**	**£8.8**	**£6.2**	**£14.0**	**£10.3**	**£11.5**	**£14.2**	**£8.5**	**£11.2**	**£26.9**	**£17.6**	**£12.0**	**£7.3**	**£41.6**	**£15.5**	**£15.6**	***£262.2***	**£74.0**	**£29.6**	**£46.6**	**£59.9**	**£24.9**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 17: Chemist goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	Inner Study Area	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.60%	7.82%	1.07%	6.10%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.03%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	11.23%	80.11%	82.76%	41.16%	3.74%	1.77%	0.00%	29.36%	49.29%	10.31%	13.52%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%		3.82%	0.00%	0.00%	1.89%	0.00%
Others, Zone 1	0.28%	3.29%	1.07%	0.00%	0.00%	0.00%	0.00%	2.58%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.14%**	**91.22%**	**84.90%**	**48.00%**	**3.74%**	**1.77%**	**0.00%**	**34.52%**	**49.89%**	**10.31%**	**14.48%**	**0.00%**	**0.67%**	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.82%**	**0.00%**	**0.00%**	**1.89%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.15%	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.02%	0.00%	0.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.17%**	**0.00%**	**3.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.96%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.82%	3.67%	0.00%	42.84%	0.00%	0.91%	0.00%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.11%**	**3.67%**	**0.00%**	**42.84%**	**0.00%**	**0.91%**	**0.00%**	**0.62%**	**10.25%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.53%	0.00%	0.00%	0.77%	45.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.18%	0.00%	0.00%	0.00%	17.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.71%**	**0.00%**	**0.00%**	**0.77%**	**62.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	2.29%	0.00%	0.00%	4.59%	13.89%	68.18%	1.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.35%	0.00%	0.00%	0.00%	2.10%	11.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.13%	0.00%	0.00%	0.00%	0.71%	4.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.77%**	**0.00%**	**0.00%**	**4.59%**	**16.70%**	**84.61%**	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.30%	0.00%	0.00%	0.00%	0.00%	1.47%	67.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	4.25%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%	0.00%		0.00%	0.00%	0.00%	1.11%	0.00%
Others, Zone 6	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.14%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.92%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**72.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.70%**	**0.00%**	**0.00%**	**0.00%**	**16.08%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.33%	1.08%	0.00%	0.00%	0.00%	0.00%	0.00%	10.91%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	2.27%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	47.52%	2.37%	46.42%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.04%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.63%**	**1.08%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**58.43%**	**2.94%**	**48.43%**	**1.01%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**3.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	18.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.77%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.34%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.74%**	**0.55%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**29.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**5.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.00%	33.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.73%**	**0.00%**	**0.66%**	**0.00%**	**33.67%**	**0.00%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.89%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	52.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	9.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	2.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.24%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.17%**	**64.48%**	**2.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	6.43%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%	0.88%	7.03%	83.00%	51.34%	0.88%	1.68%	1.02%	0.00%	0.00%		0.00%	1.53%	0.78%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.68%	5.60%	1.86%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 11	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	6.48%	3.26%	0.00%	0.00%	0.73%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.40%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.62%**	**0.60%**	**0.88%**	**12.71%**	**95.08%**	**56.46%**	**0.88%**	**1.68%**	**1.75%**	**0.00%**	**0.00%**		**0.00%**	**1.53%**	**0.78%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	16.03%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.75%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.01%**	**0.00%**	**17.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.75%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	2.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	1.63%	95.59%	26.23%	0.00%	0.00%	0.00%		0.00%	6.13%	1.79%	0.00%	0.00%
Others, Zone 13	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	1.32%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.91%**	**2.33%**	**96.91%**	**26.23%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**6.13%**	**1.79%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	64.28%	0.00%	0.00%	0.00%		0.00%	13.19%	0.00%	0.00%	0.00%
Others, Zone 14	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%		0.00%	3.94%	0.00%	0.00%	0.00%
Sub-total	**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**66.39%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.13%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	6.19%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.57%	0.00%	1.01%	0.65%	3.03%	0.00%	0.00%	65.45%	25.31%	4.61%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	4.47%	1.98%	0.78%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.78%**	**0.00%**	**0.00%**	**0.00%**	**0.94%**	**0.00%**	**0.00%**	**0.00%**	**0.57%**	**0.00%**	**1.01%**	**0.65%**	**5.78%**	**0.00%**	**0.00%**	**70.69%**	**27.29%**	**5.39%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	1.58%	0.00%	2.82%	0.00%	14.23%	2.94%	4.86%	0.00%	0.00%	0.00%	2.02%	0.00%	0.67%	0.00%	0.00%	4.79%	18.66%	0.00%		0.00%	1.07%	0.00%	0.79%	0.00%
Cuffley Village Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.76%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.65%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.10%**	**0.00%**	**2.82%**	**0.00%**	**14.23%**	**2.94%**	**4.86%**	**0.00%**	**0.00%**	**0.00%**	**2.02%**	**0.00%**	**0.67%**	**0.00%**	**0.00%**	**4.79%**	**36.07%**	**0.00%**		**0.00%**	**1.07%**	**0.00%**	**0.79%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%		0.00%	0.00%	0.00%	0.00%	0.56%
Harpenden Town Centre	4.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%	0.00%	11.49%	0.00%	87.15%		0.00%	0.00%	1.04%	0.00%	4.23%
Sub-total	**4.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.36%**	**0.00%**	**0.00%**	**11.49%**	**0.00%**	**92.27%**		**0.00%**	**0.00%**	**1.04%**	**0.00%**	**4.79%**
Total | Inner Study Area	**51.0%**	**96.5%**	**92.5%**	**96.2%**	**98.6%**	**93.4%**	**79.1%**	**95.5%**	**94.0%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**98.5%**	**94.3%**	**90.2%**	**79.4%**	**97.7%**		**12.6%**	**25.9%**	**4.4%**	**4.6%**	**4.8%**
Sub Total | Watford District	12.3%	91.2%	88.1%	48.0%	3.7%	1.8%	0.0%	34.5%	49.9%	10.3%	15.4%	0.0%	1.4%	0.7%	0.0%	0.0%	0.0%	0.0%		3.8%	0.0%	0.0%	1.9%	0.0%
Sub Total | Hertsmere District	6.5%	3.7%	0.0%	48.2%	79.7%	87.0%	74.2%	0.6%	10.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.5%	16.1%	0.0%		0.0%	0.0%	0.0%	1.9%	0.0%
Sub Total | Three Rivers Borough	6.2%	1.6%	1.1%	0.0%	0.0%	1.7%	0.0%	59.7%	32.7%	83.3%	65.5%	2.7%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%		8.8%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.9%	13.7%	96.0%	76.2%	97.8%	94.3%	1.8%	0.0%	0.0%		0.0%	24.8%	3.3%	0.0%	0.0%
Sub Total | St Albans City & District	13.5%	0.0%	2.8%	0.0%	15.2%	2.9%	4.9%	0.0%	0.6%	0.0%	3.0%	0.7%	7.8%	0.0%	0.0%	87.0%	63.4%	97.7%		0.0%	1.1%	1.0%	0.8%	4.8%

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)	Zone 18 Chemist (%)	Zone 19 Chemist (%)	Zone 21 Chemist (%)	*Inner Study Area*	Zone 15 Chemist (%)	Zone 16 Chemist (%)	Zone 17 Chemist (%)	Zone 20 Chemist (%)	Zone 22 Chemist (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.77%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	2.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.33%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	7.04%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		24.78%	0.00%	0.00%	20.22%	0.00%
Hatch End Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.25%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	3.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		21.95%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		9.99%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Sub-total	**14.89%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**76.53%**	**0.00%**	**0.00%**	**20.22%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.66%	0.64%	0.00%	0.00%	0.00%		0.00%	45.88%	0.00%	0.00%	0.00%
Others, Zone 16	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.30%	0.00%	0.00%	0.00%
Sub-total	**1.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.66%**	**0.64%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**47.18%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	20.43%	0.00%	0.56%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	4.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.00%		0.00%	1.84%	46.17%	0.00%	0.00%
Others, Zone 17	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	11.08%	0.00%	0.00%
Sub-total	**6.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.84%**	**77.68%**	**0.00%**	**0.56%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	3.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Edgware District Centre	3.26%	0.00%	0.00%	2.25%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	19.67%	0.00%
Stanmore District Centre	1.70%	0.00%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.29%	0.00%
Wealdstone Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**8.51%**	**0.00%**	**0.00%**	**2.25%**	**0.00%**	**1.78%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**51.52%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	3.09%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.09%**
Sub-total Study Area	**83.4%**	**96.5%**	**92.5%**	**99.2%**	**98.6%**	**95.2%**	**80.7%**	**95.5%**	**98.2%**	**94.5%**	**97.7%**	**99.3%**	**88.9%**	**100.0%**	**94.9%**	**90.2%**	**79.4%**	**97.7%**		**89.2%**	**74.9%**	**82.0%**	**76.3%**	**8.4%**
Outside Study Area																								
Amersham Town Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%		0.00%	1.84%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.39%	0.00%	0.00%	0.00%		0.00%	16.92%	0.00%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.70%	0.00%	0.53%	0.00%	0.00%	2.38%	0.00%	0.00%	0.57%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	2.05%	0.00%	5.93%	0.00%	0.00%	1.21%	0.00%	0.66%	0.00%	3.47%	0.00%	0.00%	7.76%	0.00%	0.00%	0.00%	0.83%	0.00%		0.00%	0.00%	8.71%	4.14%	0.00%
Chalfont St. Giles Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Colindale Local Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.79%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.62%	0.00%
Gerrards Cross Town Centre	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.06%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.78%	9.35%	0.00%		0.00%	0.00%	0.00%	3.26%	25.82%
Hatterswaay Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	2.12%
Ikea, Drury Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.02%	0.00%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.44%	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.93%	0.00%	0.00%	1.02%	0.00%	0.00%		0.00%	0.00%	1.04%	0.00%	19.40%
Marlow Town Centre	0.14%	0.00%	0.00%	0.00%	0.71%	0.00%	8.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	1.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	8.43%	0.00%
Milton Keynes Town Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	4.14%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Roebuck Retail Park, London Road, Stevenage	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.56%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	1.21%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.95%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.51%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.73%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.87%	0.00%	0.00%	0.00%	0.00%	0.00%	9.91%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.01%	5.57%	2.34%		0.00%	0.00%	0.00%	0.00%	37.62%
Others, outside study area	2.07%	1.29%	0.51%	0.77%	0.71%	0.00%	0.00%	0.62%	0.00%	0.88%	0.96%	0.00%	2.49%	0.00%	0.64%	0.00%	2.85%	0.00%		4.55%	3.15%	4.07%	1.93%	4.54%
Abroad	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**16.6%**	**3.5%**	**7.5%**	**0.8%**	**1.4%**	**4.8%**	**19.3%**	**4.5%**	**1.7%**	**5.5%**	**2.3%**	**0.7%**	**11.2%**	**0.0%**	**5.1%**	**9.8%**	**20.6%**	**2.3%**		**10.9%**	**25.1%**	**18.0%**	**23.7%**	**91.6%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Watford BC Zone 1 Chemist (£m)	Watford BC Zone 2 Chemist (£m)	Hertsmere BC Zone 3 Chemist (£m)	Hertsmere BC Zone 4 Chemist (£m)	Hertsmere BC Zone 5 Chemist (£m)	Hertsmere BC Zone 6 Chemist (£m)	Three Rivers DC Zone 7 Chemist (£m)	Three Rivers DC Zone 8 Chemist (£m)	Three Rivers DC Zone 9 Chemist (£m)	Three Rivers DC Zone 10 Chemist (£m)	Dacorum BC Zone 11 Chemist (£m)	Dacorum BC Zone 12 Chemist (£m)	Dacorum BC Zone 13 Chemist (£m)	Dacorum BC Zone 14 Chemist (£m)	St Albans DC Zone 18 Chemist (£m)	St Albans DC Zone 19 Chemist (£m)	St Albans DC Zone 21 Chemist (£m)	Inner Study Area	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£1.0**	£0.6	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	**£17.8**	£6.4	£4.9	£1.2	£0.1	£0.1	£0.0	£1.1	£2.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£16.6***	£0.8	£0.0	£0.0	£0.4	£0.0
Others, Zone 1	**£0.4**	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£19.3**	**£7.3**	**£5.0**	**£1.4**	**£0.1**	**£0.1**	**£0.0**	**£1.3**	**£2.0**	**£0.3**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£18.1***	**£0.8**	**£0.0**	**£0.0**	**£0.4**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.2**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.6**	£0.3	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.1**	**£0.3**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£3.7**	£0.0	£0.0	£0.1	£0.3	£3.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£3.6***	£0.0	£0.0	£0.0	£0.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.5**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	***£4.3***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£2.7***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.2	£0.0
Others, Zone 6	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£2.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**	**£0.0**	***£3.5***	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.5**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£4.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.3***	£0.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.1**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£3.9***	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£1.2	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.3***	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£9.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£6.4	£2.5	£0.0	£0.0	£0.1	£0.0	£0.0	***£9.4***	£0.0	£0.1	£0.1	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 11	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£7.3**	**£2.8**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£10.9***	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.1	£0.0	£0.0
Sub-total	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.8	£0.6	£0.0	£0.0	£0.0	***£4.5***	£0.0	£0.4	£0.2	£0.0	£0.0
Others, Zone 13	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£3.9**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	***£4.6***	**£0.0**	**£0.4**	**£0.2**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.8	£0.0	£0.0	£0.0
Others, Zone 14	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Sub-total	**£2.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.0**	**£0.0**	***£1.5***	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£10.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£8.6	£1.3	£0.2	***£10.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£11.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£9.3**	**£1.4**	**£0.3**	***£11.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.6**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.9	£0.0	***£2.4***	£0.0	£0.1	£0.0	£0.2	£0.0
Cuffley Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.0**	**£0.2**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£1.8**	**£0.0**	***£3.3***	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.5	£0.0	£4.4	***£6.0***	£0.0	£0.0	£0.1	£0.0	£0.3
Sub-total	**£6.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£4.7**	***£6.3***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**
Total | Inner Study Area	**£83.4**	**£7.7**	**£5.5**	**£2.9**	**£2.0**	**£4.1**	**£2.8**	**£3.7**	**£3.8**	**£2.7**	**£3.4**	**£7.6**	**£4.3**	**£3.9**	**£2.1**	**£11.9**	**£4.0**	**£5.0**	***£77.4***	**£2.7**	**£1.5**	**£0.5**	**£0.9**	**£0.3**
Sub Total | Watford District	**£19.6**	£7.3	£5.2	£1.4	£0.1	£0.1	£0.0	£1.3	£2.0	£0.3	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£18.3***	£0.8	£0.0	£0.0	£0.4	£0.0
Sub Total | Hertsmere District	**£11.7**	£0.3	£0.0	£1.4	£1.6	£3.8	£2.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	***£11.3***	£0.0	£0.0	£0.0	£0.4	£0.0
Sub Total | Three Rivers Borough	**£10.8**	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£2.3	£1.3	£2.4	£2.3	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.9***	£1.9	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£19.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£7.4	£3.7	£3.9	£2.1	£0.2	£0.0	£0.0	***£17.9***	£0.0	£1.5	£0.4	£0.0	£0.0
Sub Total | St Albans City & District	**£21.6**	£0.0	£0.2	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£11.5	£3.2	£5.0	***£20.9***	£0.0	£0.1	£0.1	£0.2	£0.3

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)	Zone 14 Chemist (£m)	Zone 18 Chemist (£m)	Zone 19 Chemist (£m)	Zone 21 Chemist (£m)	*Inner Study Area*	Zone 15 Chemist (£m)	Zone 16 Chemist (£m)	Zone 17 Chemist (£m)	Zone 20 Chemist (£m)	Zone 22 Chemist (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£5.3	£0.0	£0.0	£4.2	£0.0
Hatch End Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£4.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.7	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£2.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£20.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£16.4**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£2.7	£0.0	£0.0	£0.0
Others, Zone 16	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£2.8**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.5	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£5.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£5.8	£0.0	£0.0
Others, Zone 17	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.4	£0.0	£0.0
Sub-total	**£9.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.1**	**£9.7**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£4.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Edgware District Centre	**£4.2**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£4.0	£0.0
Stanmore District Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£2.1	£0.0
Wealdstone Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.4	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.8**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£10.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Sub-total Study Area	**£127.8**	**£7.7**	**£5.5**	**£3.0**	**£2.0**	**£4.2**	**£2.8**	**£3.7**	**£4.0**	**£2.7**	**£3.4**	**£7.6**	**£4.3**	**£4.0**	**£2.1**	**£11.9**	**£4.0**	**£5.0**	***£77.8***	**£19.1**	**£4.4**	**£10.2**	**£15.7**	**£0.6**
Outside Study Area																								
Amersham Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£1.0	£0.0	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.7	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.9**	£0.0	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.0	£1.1	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.2	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.3	£0.0
Gerrards Cross Town Centre	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.9	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.5	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.7	£1.7
Hattersway Retail Park, Chaul End Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.8**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.4***	£0.0	£0.0	£0.1	£0.0	£1.3
Marlow Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.7	£0.0
Milton Keynes Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.5	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.1
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£3.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.1	***£1.2***	£0.0	£0.0	£0.0	£0.0	£2.5
Others, outside study area	**£2.9**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.5***	£1.0	£0.2	£0.5	£0.4	£0.3
Abroad	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£22.2**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.2**	**£0.7**	**£0.2**	**£0.1**	**£0.2**	**£0.1**	**£0.1**	**£0.5**	**£0.0**	**£0.1**	**£1.3**	**£1.0**	**£0.1**	***£5.3***	**£2.3**	**£1.5**	**£2.2**	**£4.9**	**£6.0**
Total (rounded)	**£150.0**	**£8.0**	**£5.9**	**£3.0**	**£2.0**	**£4.4**	**£3.5**	**£3.9**	**£4.1**	**£2.9**	**£3.4**	**£7.7**	**£4.9**	**£4.0**	**£2.2**	**£13.2**	**£5.0**	**£5.1**	***£83.1***	**£21.4**	**£5.9**	**£12.5**	**£20.6**	**£6.6**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 19: Large electrical goods shopping patterns

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC					
Destination *Study Area*	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	0.66%	2.65%	3.75%	2.53%	5.96%	1.42%	0.00%	2.17%	0.81%	4.87%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.67%	8.83%	7.53%	10.38%	2.32%	0.00%	1.05%	1.48%	3.15%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		2.83%	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	5.50%	36.58%	15.55%	16.50%	6.44%	8.92%	1.05%	11.69%	16.02%	15.63%	1.66%	0.00%	1.84%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	0.00%	6.07%	0.00%
Watford Town Centre	25.20%	50.13%	54.55%	66.94%	38.18%	27.82%	1.46%	66.47%	67.07%	34.57%	31.75%	15.94%	9.70%	26.57%	8.93%	15.58%	2.53%	1.61%		30.14%	8.59%	0.00%	32.16%	0.00%
Others, Zone 1	0.46%	1.06%	0.90%	0.00%	0.00%	0.00%	0.00%	2.96%	2.61%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Sub-total	**33.49%**	**99.24%**	**82.28%**	**96.34%**	**52.90%**	**38.15%**	**3.56%**	**84.78%**	**89.66%**	**58.17%**	**33.41%**	**15.94%**	**11.54%**	**26.57%**	**8.93%**	**20.04%**	**2.53%**	**1.61%**		**34.16%**	**8.59%**	**0.00%**	**38.23%**	**0.00%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.09%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.95%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**0.00%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.18%	0.00%	0.00%	1.20%	13.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.51%	0.00%	0.00%	1.26%	6.77%	1.49%	0.00%	1.06%	2.38%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.65%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.69%**	**0.00%**	**0.00%**	**2.46%**	**20.32%**	**1.49%**	**0.00%**	**1.06%**	**2.38%**	**1.77%**	**0.00%**	**0.00%**	**0.00%**	**1.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.65%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.29%	0.00%	0.00%	1.20%	10.04%	23.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.12%	0.00%	0.00%	0.00%	0.00%	2.90%	2.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.52%	0.00%	0.00%	0.00%	0.00%	10.24%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.93%**	**0.00%**	**0.00%**	**1.20%**	**10.04%**	**36.87%**	**3.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**4.35%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	20.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.32%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.89%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.32%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.06%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.19%**	**0.76%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.11%**	**0.00%**	**8.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.77%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	28.51%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	1.19%	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.88%**	**0.00%**	**1.85%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**0.00%**	**29.70%**	**1.19%**	**1.14%**	**1.18%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	2.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	9.35%	20.11%	16.07%	11.68%	1.51%	7.50%	0.00%	2.26%		0.00%	4.44%	1.20%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	4.80%	21.40%	59.84%	62.65%	29.50%	10.88%	1.53%	0.00%	1.61%		0.00%	17.82%	0.00%	0.00%	0.00%
Others, Zone 11	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**9.80%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**	**0.00%**	**6.13%**	**30.75%**	**81.62%**	**78.72%**	**41.18%**	**12.39%**	**9.03%**	**0.00%**	**3.87%**		**0.00%**	**22.26%**	**1.20%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	17.29%	4.32%	0.00%	0.00%	0.00%		0.00%	1.56%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**17.29%**	**4.32%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.56%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.36%	0.00%	0.00%	0.00%		0.00%	2.96%	0.00%	0.00%	0.00%
Others, Zone 14	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.87%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.96%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.57%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.35%	0.00%	1.27%	0.00%	1.62%	3.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.21%	19.39%	6.61%		0.00%	0.00%	0.00%	0.00%	0.99%
Others, Zone 18	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.89%**	**0.00%**	**1.27%**	**0.00%**	**1.62%**	**3.40%**	**1.46%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**26.78%**	**20.63%**	**8.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.33%	0.00%	0.95%	0.00%	3.13%	0.00%	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	3.70%	2.26%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.43%**	**0.00%**	**0.95%**	**0.00%**	**3.13%**	**0.00%**	**2.10%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**1.46%**	**3.70%**	**2.26%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.00%	6.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.48%**	**0.00%**	**8.38%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**87.3%**	**100.0%**	**88.0%**	**79.9%**	**33.6%**	**90.2%**	**92.0%**	**79.8%**	**95.0%**	**98.8%**	**92.5%**	**87.9%**	**35.5%**	**59.8%**	**30.2%**	**24.4%**		**35.8%**	**35.4%**	**1.2%**	**42.6%**	**1.0%**
Sub Total | Watford District	33.6%	99.2%	83.2%	96.3%	52.9%	38.1%	3.6%	85.9%	89.7%	58.2%	34.6%	15.9%	11.5%	26.6%	8.9%	20.0%	2.5%	1.6%		34.2%	8.6%	0.0%	38.2%	0.0%
Sub Total | Hertsmere District	3.1%	0.0%	0.0%	3.7%	30.4%	38.4%	26.5%	1.1%	2.4%	1.8%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	3.3%	0.0%		1.7%	0.0%	0.0%	4.3%	0.0%
Sub Total | Three Rivers Borough	1.1%	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	13.7%	29.7%	1.2%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	6.1%	30.7%	81.6%	78.7%	58.5%	26.6%	9.0%	0.0%	3.9%		0.0%	26.8%	1.2%	0.0%	0.0%
Sub Total | St Albans City & District	3.7%	0.0%	2.2%	0.0%	4.7%	3.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	30.7%	24.3%	18.9%		0.0%	0.0%	0.0%	0.0%	1.0%

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)	Zone 18 Electrical (%)	Zone 19 Electrical (%)	Zone 21 Electrical (%)	*Inner Study Area*	Zone 15 Electrical (%)	Zone 16 Electrical (%)	Zone 17 Electrical (%)	Zone 20 Electrical (%)	Zone 22 Electrical (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	4.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.78%	0.00%	0.00%	18.76%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.18%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		18.23%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**7.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.42%**	**0.00%**	**0.00%**	**7.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**24.19%**	**0.00%**	**0.00%**	**18.76%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.53%	0.00%	0.00%	1.84%	0.00%	1.51%	0.00%	0.00%	0.00%		0.00%	10.51%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.49%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.53%**	**0.00%**	**0.00%**	**1.84%**	**0.00%**	**1.51%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**10.51%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	9.28%	0.00%	5.06%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	0.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	6.15%	0.00%	0.00%
Others, Zone 17	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.53%	0.00%	0.00%
Sub-total	**2.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.07%**	**18.97%**	**0.00%**	**5.06%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.27%	0.00%	0.00%	0.00%	0.00%	1.42%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Edgware District Centre	0.74%	0.00%	0.90%	0.00%	0.00%	7.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Stanmore District Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Wealdstone Local Centre	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.28%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.44%**	**0.00%**	**0.90%**	**0.00%**	**0.00%**	**8.49%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.90%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%		0.00%	0.00%	0.00%	0.00%	8.17%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Sub-total	**0.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.22%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**9.16%**
Sub-total Study Area	**63.8%**	**100.0%**	**88.2%**	**100.0%**	**88.0%**	**89.8%**	**34.7%**	**90.2%**	**99.2%**	**82.3%**	**95.0%**	**98.8%**	**94.4%**	**87.9%**	**37.0%**	**59.8%**	**30.2%**	**27.6%**		**60.0%**	**47.9%**	**20.2%**	**68.2%**	**15.2%**
Outside Study Area																								
Amersham Town Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	9.75%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.75%	1.46%	0.00%	0.00%		0.00%	14.93%	2.73%	0.00%	0.00%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	3.54%	0.00%	0.00%	0.00%	2.38%	4.39%	2.09%	0.00%	0.00%	0.00%	1.66%	0.00%	0.00%	0.00%	0.00%	1.53%	0.00%	0.00%		0.00%	0.00%	1.20%	18.61%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.63%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.92%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	1.33%	1.66%	0.00%	0.00%	1.64%	2.02%	6.04%	2.59%	0.00%		5.20%	1.56%	0.00%	2.62%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	26.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.09%	0.00%	0.00%	0.00%	0.00%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	13.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	11.26%	1.69%		0.00%	0.00%	0.00%	0.00%	6.05%
Hattersway Retail Park, Chaul End Lane, Luton	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.05%	0.00%	6.66%		0.00%	0.00%	0.00%	0.00%	6.84%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	2.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.38%	0.81%	8.60%	1.66%	0.00%	0.00%	4.82%	4.46%	0.00%	0.00%	0.00%		9.84%	12.06%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.99%
Ikea, Drury Way, North Circular Road, Wembley	0.44%	0.00%	11.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	1.18%	0.00%	2.48%	0.00%	4.42%		0.00%	0.00%	5.47%	0.00%	8.91%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	6.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	26.26%	0.00%	0.00%	0.00%		0.00%	6.59%	60.35%	0.00%	0.99%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.14%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.97%
Others, Aylesbury	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.07%	1.20%	0.00%	0.00%
Others, Enfield	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.48%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.07%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	9.17%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.69%	0.00%		0.00%	0.00%	0.00%	0.00%	1.67%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.13%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	6.81%	0.00%	0.00%	0.00%	4.81%	1.42%	17.69%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.00%	21.11%	37.85%	57.90%		0.00%	0.00%	0.00%	0.00%	36.69%
Others, outside study area	4.12%	0.00%	0.00%	0.00%	0.00%	0.00%	4.24%	0.00%	0.00%	6.49%	0.00%	1.25%	2.28%	1.64%	9.49%	0.00%	4.19%	0.00%		2.83%	0.00%	7.75%	10.53%	11.51%
Abroad	0.19%	0.00%	0.00%	0.00%	4.80%	1.42%	0.00%	4.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**36.2%**	**0.0%**	**11.8%**	**0.0%**	**12.0%**	**10.2%**	**65.3%**	**9.8%**	**0.8%**	**17.7%**	**5.0%**	**1.3%**	**5.6%**	**12.2%**	**63.0%**	**40.2%**	**69.8%**	**72.4%**		**40.0%**	**52.1%**	**79.8%**	**31.8%**	**84.8%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 20: Large electrical goods expenditure

		Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC							
Destination *Study Area*	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)	Zone 18 Electrical (£m)	Zone 19 Electrical (£m)	Zone 21 Electrical (£m)	*Inner Study Area*	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£2.4**	£0.4	£0.5	£0.1	£0.3	£0.1	£0.0	£0.2	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£2.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£5.9**	£1.3	£1.0	£0.6	£0.1	£0.0	£0.1	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£4.0***	£1.9	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£17.7**	£5.6	£2.0	£1.0	£0.3	£0.9	£0.1	£0.9	£1.7	£0.9	£0.1	£0.0	£0.2	£0.0	£0.0	£0.4	£0.0	£0.0	***£14.0***	£0.0	£0.0	£0.0	£3.7	£0.0
Watford Town Centre	**£92.1**	£7.6	£7.0	£3.9	£1.6	£2.8	£0.1	£5.1	£6.9	£2.1	£2.2	£2.7	£1.1	£2.1	£0.4	£4.1	£0.3	£0.2	***£50.3***	£20.2	£1.9	£0.0	£19.8	£0.0
Others, Zone 1	**£1.7**	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.8	£0.0	£0.0	£0.0	£0.0
Sub-total	**£119.7**	**£15.1**	**£10.5**	**£5.7**	**£2.3**	**£3.8**	**£0.2**	**£6.5**	**£9.3**	**£3.5**	**£2.4**	**£2.7**	**£1.3**	**£2.1**	**£0.4**	**£5.3**	**£0.3**	**£0.2**	***£71.5***	**£22.8**	**£1.9**	**£0.0**	**£23.5**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.8**	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£2.1**	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£1.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.1**	**£0.9**	**£0.1**	**£0.0**	**£0.1**	**£0.2**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.7***	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£4.7**	£0.0	£0.0	£0.1	£0.4	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.9***	£0.0	£0.0	£0.0	£1.9	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£1.9**	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£7.1**	**£0.0**	**£0.0**	**£0.1**	**£0.4**	**£3.7**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£4.4***	**£0.0**	**£0.0**	**£0.0**	**£2.7**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£1.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.2**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£2.5**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£10.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£3.5	£1.8	£0.9	£0.1	£2.0	£0.0	£0.2	***£9.2***	£0.0	£1.0	£0.4	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£26.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£1.5	£10.3	£7.1	£2.3	£0.5	£0.4	£0.0	£0.2	***£22.6***	£0.0	£3.9	£0.0	£0.0	£0.0
Others, Zone 11	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£37.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.4**	**£2.2**	**£14.0**	**£8.9**	**£3.2**	**£0.6**	**£2.4**	**£0.0**	**£0.4**	***£32.1***	**£0.0**	**£4.9**	**£0.4**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.2	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	***£1.6***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.6	£0.0	£0.0	£0.0
Others, Zone 14	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.2	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£8.8**	£0.0	£0.2	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£2.0	£0.7	***£8.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 18	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£10.9**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£7.1**	**£2.2**	**£0.9**	***£10.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£1.1**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.2	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.4**	**£0.4**	**£0.2**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.9**	***£1.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£190.1**	**£15.2**	**£11.2**	**£5.9**	**£3.8**	**£7.9**	**£2.3**	**£6.9**	**£9.5**	**£4.8**	**£6.7**	**£16.9**	**£10.5**	**£6.9**	**£1.7**	**£15.9**	**£3.2**	**£2.5**	***£131.7***	**£23.9**	**£7.7**	**£0.4**	**£26.2**	**£0.2**
Sub Total | Watford District	**£120.0**	£15.1	£10.7	£5.7	£2.3	£3.8	£0.2	£6.6	£9.3	£3.5	£2.4	£2.7	£1.3	£2.1	£0.4	£5.3	£0.3	£0.2	***£71.8***	£22.8	£1.9	£0.0	£23.5	£0.0
Sub Total | Hertsmere District	**£11.8**	£0.0	£0.0	£0.2	£1.3	£3.8	£1.8	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	***£8.1***	£1.1	£0.0	£0.0	£2.7	£0.0
Sub Total | Three Rivers Borough	**£3.9**	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8	£2.1	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£3.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£40.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.2	£14.0	£8.9	£4.6	£1.2	£2.4	£0.0	£0.4	***£34.1***	£0.0	£5.9	£0.4	£0.0	£0.0
Sub Total | St Albans City & District	**£14.0**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£8.2	£2.5	£1.9	***£13.8***	£0.0	£0.0	£0.0	£0.0	£0.2

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)	Zone 18 Electrical (£m)	Zone 19 Electrical (£m)	Zone 21 Electrical (£m)	*Inner Study Area*	Zone 15 Electrical (£m)	Zone 16 Electrical (£m)	Zone 17 Electrical (£m)	Zone 20 Electrical (£m)	Zone 22 Electrical (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£15.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£3.2	£0.0	£0.0	£11.5	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£12.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£28.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.9***	**£16.2**	**£0.0**	**£0.0**	**£11.5**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.4***	£0.0	£2.3	£0.0	£0.0	£0.0
Others, Zone 16	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£2.3**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£3.0	£0.0	£0.8
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£2.0	£0.0	£0.0
Others, Zone 17	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.1	£0.0	£0.0
Sub-total	**£7.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.5**	**£6.1**	**£0.0**	**£0.8**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.8	£0.0
Edgware District Centre	**£2.7**	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£1.9	£0.0
Stanmore District Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Wealdstone Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.8	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£1.3
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Sub-total	**£1.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**
Sub-total Study Area	**£235.9**	**£15.2**	**£11.3**	**£5.9**	**£3.8**	**£8.9**	**£2.4**	**£6.9**	**£10.3**	**£4.9**	**£6.7**	**£16.9**	**£10.7**	**£6.9**	**£1.7**	**£15.9**	**£3.2**	**£2.8**	***£134.4***	**£40.1**	**£10.5**	**£6.4**	**£41.9**	**£2.5**
Outside Study Area																								
Amersham Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£2.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.4	£0.0	£0.0	***£1.4***	£0.0	£3.3	£0.9	£0.0	£0.0
Beaconsfield Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£13.0**	£0.0	£0.0	£0.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.4	£11.4	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.8	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£7.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.1	£1.6	£0.3	£0.0	***£2.4***	£3.5	£0.3	£0.0	£1.6	£0.0
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£3.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.2	£0.2	***£3.0***	£0.0	£0.0	£0.0	£0.0	£1.0
Hatterswaty Retail Park, Chaul End Lane, Luton	**£2.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.7	***£1.2***	£0.0	£0.0	£0.0	£0.0	£1.1
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£10.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.5	£0.1	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	***£1.6***	£6.6	£2.6	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£1.5**	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£4.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.7	£0.0	£0.5	***£1.3***	£0.0	£0.0	£1.7	£0.0	£1.5
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£22.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£0.0	£0.0	£0.0	***£1.5***	£0.0	£1.4	£19.3	£0.0	£0.2
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.4	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.3
Others, Aylesbury	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.5	£0.4	£0.0	£0.0
Others, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£2.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.2	***£1.0***	£0.0	£0.0	£0.0	£0.0	£1.5
Roebuck Retail Park, London Road, Stevenage	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.3
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.3	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£13.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£13.5	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£23.3**	£0.0	£0.0	£0.0	£0.2	£0.1	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£5.6	£4.0	£5.9	***£17.3***	£0.0	£0.0	£0.0	£0.0	£6.0
Others, outside study area	**£14.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.2	£0.3	£0.1	£0.4	£0.0	£0.4	£0.0	***£2.2***	£1.9	£0.0	£2.5	£6.5	£1.9
Abroad	**£0.7**	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£137.0**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£1.0**	**£4.5**	**£0.7**	**£0.1**	**£1.1**	**£0.4**	**£0.2**	**£0.6**	**£1.0**	**£2.9**	**£10.7**	**£7.3**	**£7.4**	***£40.0***	**£26.8**	**£11.4**	**£25.5**	**£19.5**	**£13.9**
Total (rounded)	**£372.9**	**£15.2**	**£12.8**	**£5.9**	**£4.3**	**£9.9**	**£6.9**	**£7.6**	**£10.4**	**£6.0**	**£7.1**	**£17.2**	**£11.3**	**£7.9**	**£4.7**	**£26.5**	**£10.5**	**£10.3**	***£174.3***	**£66.9**	**£21.9**	**£31.9**	**£61.4**	**£16.4**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 21: DIY goods shopping patterns

Destination	Total	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21		Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
Study Area	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)		DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Zone 1 | Watford South																							
Colne Valley Retail Park, Lower High Street, Watford	0.34%	0.60%	1.58%	1.61%	3.23%	0.00%	0.00%	1.63%	3.78%	1.48%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.29%	2.35%	7.82%	3.21%	0.00%	0.00%	0.00%	0.83%	0.77%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%		3.33%	0.00%	0.00%	1.32%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	12.21%	51.88%	50.77%	35.34%	25.97%	11.19%	0.00%	74.36%	60.15%	39.45%	9.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.43%	1.50%	0.00%	8.94%	0.00%
Watford Town Centre	5.21%	28.85%	31.46%	33.52%	21.50%	3.91%	0.00%	9.30%	22.15%	5.05%	5.58%	0.83%	0.00%	0.88%	0.79%	0.00%	0.00%	0.00%	2.98%	0.00%	0.00%	0.00%	0.00%
Others, Zone 1	0.05%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**19.10%**	**83.66%**	**91.63%**	**73.68%**	**50.69%**	**16.27%**	**0.00%**	**86.11%**	**86.84%**	**47.20%**	**17.11%**	**0.83%**	**0.00%**	**0.88%**	**0.79%**	**0.77%**	**0.00%**	**0.00%**	**11.73%**	**1.50%**	**0.00%**	**10.26%**	**0.00%**
Zone 2 | Watford North																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.75%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.08%	0.00%	0.00%	1.57%	1.60%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.31%**	**0.00%**	**0.00%**	**1.57%**	**1.60%**	**0.00%**	**0.00%**	**1.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.75%**	**0.00%**
Zone 3 | Bushey & Aldenham																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.22%	0.00%	0.00%	5.01%	3.23%	0.00%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.34%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.88%	0.00%	0.00%	1.32%	0.00%
Sub-total	**0.56%**	**0.00%**	**0.00%**	**5.77%**	**3.23%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**1.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.81%**	**0.00%**	**0.00%**	**0.88%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**
Zone 4 | Radlett & Shenley																							
Radlett Town Centre	0.04%	0.00%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.07%**	**0.00%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5 | Borehamwood & Elstree																							
Borehamwood Town Centre	1.62%	0.00%	0.00%	0.00%	13.89%	30.75%	8.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	3.76%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	1.11%	0.00%	0.00%	9.73%	13.41%	16.12%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.22%	0.00%	0.00%	0.00%	0.78%	7.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.94%**	**0.00%**	**0.00%**	**9.73%**	**28.08%**	**54.60%**	**10.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.33%**	**0.00%**
Zone 6 | Potters Bar																							
Potters Bar Town Centre	0.96%	0.00%	0.00%	0.00%	0.00%	1.12%	26.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.52%	0.00%		0.00%	0.00%	0.00%	3.51%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.12%**	**28.32%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.51%**	**0.00%**
Zone 7 | Rickmansworth																							
Croxley Green Local Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.52%	1.02%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.46%	6.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Sub-total	**0.80%**	**6.62%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.31%**	**1.02%**	**3.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.54%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**
Zone 8 | Batchworth Heath & South Oxhey																							
Northwood Local Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.96%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 9 | Chorleywood & Sarratt																							
Chorleywood Village Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	25.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**0.00%**	**25.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 10 | Kings Langley & Abbots Langley																							
Abbots Langley Village Centre	0.23%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	9.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.39%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	9.38%	1.58%	0.78%	1.84%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.65%**	**0.60%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**1.74%**	**20.13%**	**1.58%**	**0.78%**	**1.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 11 | Hemel Hempstead																							
Hemel Hempstead Town Centre	3.42%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	2.13%	10.91%	38.08%	13.97%	12.02%	1.89%	0.00%	0.00%	2.31%	0.00%	5.88%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	6.67%	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	1.74%	37.34%	47.83%	63.39%	26.05%	10.36%	1.08%	0.00%	1.93%	0.00%	4.06%	0.00%	0.00%	0.00%
Others, Zone 11	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	1.02%	4.88%	3.28%	11.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%
Sub-total	**10.83%**	**0.00%**	**2.60%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.90%**	**0.00%**	**4.79%**	**49.27%**	**90.78%**	**80.64%**	**49.51%**	**12.25%**	**1.08%**	**0.00%**	**4.24%**	**0.00%**	**9.95%**	**1.42%**	**0.00%**	**0.00%**
Zone 12 | Hemel Hempstead Fringe																							
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.03%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 13 | Berkhamsted																							
Berkhamsted Town Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	30.62%	3.81%	0.00%	0.00%	0.00%	0.00%	3.00%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.74%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**30.62%**	**3.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 14 | Tring																							
Tring Town Centre	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	48.13%	0.00%	0.00%	0.00%	0.00%	5.40%	2.03%	0.00%	0.00%
Others, Zone 14	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.78%	0.92%	6.68%	0.00%	0.00%	0.00%	0.00%	1.50%	1.02%	0.00%	0.00%
Sub-total	**1.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.78%**	**1.80%**	**54.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.90%**	**3.05%**	**0.00%**	**0.00%**
Zone 18 | St Albans																							
Abbey View Retail Park, Griffiths Way, St. Albans	4.67%	0.00%	1.55%	0.00%	1.91%	0.00%	8.12%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	35.97%	4.63%	22.06%	0.00%	0.00%	0.00%	0.00%	2.24%
St. Albans City Centre	7.13%	9.12%	0.00%	0.00%	6.74%	12.70%	4.62%	0.00%	0.00%	0.00%	3.50%	0.83%	2.74%	0.00%	0.00%	45.83%	26.39%	14.19%	0.00%	0.00%	0.00%	1.32%	2.27%
Others, Zone 18	0.62%	0.00%	0.79%	0.00%	0.00%	3.91%	4.90%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	11.81%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**12.42%**	**9.12%**	**2.34%**	**0.00%**	**8.66%**	**16.60%**	**17.63%**	**0.00%**	**0.73%**	**0.00%**	**4.52%**	**0.83%**	**2.74%**	**0.00%**	**0.00%**	**81.80%**	**42.83%**	**37.18%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**4.51%**
Zone 19 | London Colney Fringe																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.20%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	2.26%	0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.10%	0.00%	0.00%	0.00%	1.09%	1.12%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.39%**	**0.00%**	**0.00%**	**1.07%**	**1.09%**	**1.12%**	**1.95%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**4.11%**	**2.26%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 21 | Harpenden																							
Wheathampstead Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	5.13%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**5.13%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total | Inner Study Area	**52.0%**	**100.0%**	**97.4%**	**91.8%**	**96.5%**	**89.7%**	**58.0%**	**97.5%**	**95.3%**	**83.5%**	**93.2%**	**94.0%**	**85.8%**	**84.6%**	**71.7%**	**87.5%**	**54.1%**	**49.8%**	**12.6%**	**22.4%**	**4.5%**	**24.5%**	**4.5%**
Sub Total | Watford District	19.4%	83.7%	91.6%	75.2%	52.3%	16.3%	0.0%	87.7%	86.8%	47.2%	17.1%	0.8%	0.0%	0.9%	0.8%	0.8%	0.0%	0.0%	11.7%	1.5%	0.0%	12.0%	0.0%
Sub Total | Hertsmere District	4.6%	0.0%	0.0%	15.5%	34.5%	55.7%	38.4%	0.0%	0.8%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.7%	1.0%	0.9%	0.0%	0.0%	11.2%	0.0%
Sub Total | Three Rivers Borough	2.1%	7.2%	0.8%	0.0%	0.0%	0.0%	0.0%	7.9%	7.0%	30.1%	20.1%	1.6%	0.8%	1.8%	0.0%	1.5%	2.5%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Sub Total | Dacorum District	12.9%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	4.8%	50.3%	90.8%	82.2%	81.9%	70.9%	1.1%	0.0%	4.2%	0.0%	19.8%	4.5%	0.0%	0.0%
Sub Total | St Albans City & District	13.1%	9.1%	2.3%	1.1%	9.7%	17.7%	19.6%	0.0%	0.7%	0.0%	5.6%	0.8%	2.7%	0.0%	0.0%	83.3%	46.9%	44.6%	0.0%	0.0%	0.0%	1.3%	4.5%

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)	Zone 18 DIY (%)	Zone 19 DIY (%)	Zone 21 DIY (%)	*Inner Study Area*	Zone 15 (%)	Zone 16 (%)	Zone 17 (%)	Zone 20 (%)	Zone 22 (%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	3.50%	0.00%	0.00%	4.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.02%	0.00%	0.00%	22.71%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		2.36%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.96%	7.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		13.84%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**6.38%**	**0.00%**	**0.00%**	**4.21%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.96%**	**7.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	***0.00%***	**19.22%**	**0.00%**	**0.00%**	**22.71%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	28.72%	0.00%	0.00%	0.00%
Others, Zone 16	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Sub-total	**1.16%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**30.22%**	**0.00%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	3.15%	0.00%	0.00%
Homebase, Vimy Road, Leighton Buzzard	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	25.51%	0.00%	0.00%
Leighton Buzzard Town Centre	2.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	31.99%	0.00%	0.00%
Others, Zone 17	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.15%	0.00%	0.00%
Sub-total	**5.61%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.83%**	**3.48%**	**1.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**0.00%**	**1.50%**	**66.80%**	**0.00%**	**0.00%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.32%	0.00%
Edgware District Centre	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.26%	0.00%
Stanmore District Centre	0.52%	0.00%	0.00%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.92%	0.00%	0.00%	2.51%	0.00%
Wealdstone Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.23%	0.00%	0.00%	15.58%	0.00%
Sub-total	**3.59%**	**0.00%**	**0.00%**	**3.16%**	**0.00%**	**0.00%**	**4.23%**	**0.00%**	**0.73%**	**0.00%**	**0.00%**	**0.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	***0.00%***	**2.15%**	**0.00%**	**0.00%**	**23.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	0.00%	23.31%		0.00%	0.00%	0.00%	0.00%	7.39%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	1.32%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.35%**	**0.00%**	**24.63%**	***0.00%***	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.39%**
Sub-total Study Area	**70.8%**	**100.0%**	**97.4%**	**99.2%**	**96.5%**	**89.7%**	**62.2%**	**98.3%**	**100.0%**	**90.7%**	**93.2%**	**95.6%**	**89.2%**	**85.9%**	**72.4%**	**95.0%**	**54.1%**	**74.4%**	***0.0%***	**34.0%**	**54.1%**	**71.3%**	**70.9%**	**11.9%**
Outside Study Area																								
Amersham Town Centre	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.66%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		3.62%	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.83%	0.82%	0.92%	24.33%	0.00%	0.00%	0.00%		0.00%	30.77%	1.07%	0.00%	0.00%
Beaconsfield Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	3.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	0.70%	0.00%	0.00%	0.00%	0.00%	5.78%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	10.21%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.57%	0.00%
Chalfont St. Giles Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.50%	0.00%	0.00%	0.00%
Colindale Local Centre	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	4.32%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	1.95%	0.00%	0.00%	0.00%	0.00%	0.00%	12.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.95%	13.40%	2.26%		0.00%	0.00%	0.00%	0.00%	14.25%
Hatterssway Retail Park, Chaul End Lane, Luton	1.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	7.19%		0.00%	0.00%	0.00%	0.00%	10.96%
Hertford City Centre	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	1.07%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Ikea, Drury Way, North Circular Road, Wembley	0.07%	0.00%	1.06%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.87%		0.00%	0.00%	3.51%	0.00%	7.80%
Marlow Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.07%	0.00%
Milton Keynes Town Centre	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%		0.00%	0.00%	10.17%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.42%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.65%
Others, Aylesbury	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	0.82%	0.00%	0.00%	0.00%		0.00%	1.81%	0.00%	0.00%	0.00%
Others, Enfield	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	6.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	2.11%	0.00%		0.00%	0.00%	0.00%	1.25%	0.00%
Princes Risborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.08%	0.99%		0.00%	0.00%	0.00%	0.00%	5.74%
Roebuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%	0.94%		0.00%	0.00%	0.00%	0.00%	1.78%
The Galleria Outlet, Comet Way, Hatfield	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.81%		0.00%	0.00%	0.00%	1.75%	4.27%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	3.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		20.93%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	2.56%	0.00%	0.00%	0.00%	1.60%	0.00%	3.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.00%	7.76%	2.64%		0.00%	0.00%	0.00%	1.25%	30.59%
Others, outside study area	11.82%	0.00%	1.58%	0.80%	1.91%	3.34%	7.47%	0.00%	0.00%	0.87%	5.83%	1.89%	9.12%	0.00%	1.58%	0.00%	15.62%	1.88%		41.48%	7.74%	11.54%	14.91%	10.52%
Abroad	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	1.02%	0.00%	0.91%
Sub Total outside Study Area	**29.2%**	**0.0%**	**2.6%**	**0.8%**	**3.5%**	**10.3%**	**37.8%**	**1.7%**	**0.0%**	**9.3%**	**6.8%**	**4.4%**	**10.8%**	**14.1%**	**27.5%**	**5.0%**	**45.9%**	**25.6%**		**66.0%**	**45.9%**	**28.7%**	**29.1%**	**88.1%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Watford BC Zone 1 DIY (£m)	Watford BC Zone 2 DIY (£m)	Hertsmere BC Zone 3 DIY (£m)	Hertsmere BC Zone 4 DIY (£m)	Hertsmere BC Zone 5 DIY (£m)	Hertsmere BC Zone 6 DIY (£m)	Three Rivers DC Zone 7 DIY (£m)	Three Rivers DC Zone 8 DIY (£m)	Three Rivers DC Zone 9 DIY (£m)	Three Rivers DC Zone 10 DIY (£m)	Dacorum BC Zone 11 DIY (£m)	Dacorum BC Zone 12 DIY (£m)	Dacorum BC Zone 13 DIY (£m)	Dacorum BC Zone 14 DIY (£m)	St Albans DC Zone 18 DIY (£m)	St Albans DC Zone 19 DIY (£m)	St Albans DC Zone 21 DIY (£m)	Inner Study Area	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Study Area																								
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	**£1.0**	£0.1	£0.1	£0.1	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£3.4**	£0.3	£0.7	£0.2	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£1.5***	£1.4	£0.0	£0.0	£0.5	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£32.2**	£6.1	£4.5	£1.8	£1.0	£0.8	£0.0	£4.9	£4.7	£2.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£26.5***	£2.3	£0.2	£0.0	£3.2	£0.0
Watford Town Centre	**£13.4**	£3.4	£2.8	£1.7	£0.8	£0.3	£0.0	£0.6	£1.7	£0.3	£0.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£12.1***	£1.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 1	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£50.1**	**£9.8**	**£8.2**	**£3.7**	**£2.0**	**£1.1**	**£0.0**	**£5.7**	**£6.8**	**£2.6**	**£1.0**	**£0.1**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£41.3***	**£5.0**	**£0.2**	**£0.0**	**£3.7**	**£0.0**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.6	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.2**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.9**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£0.6**	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.4	£0.0	£0.0	£0.5	£0.0
Sub-total	**£1.6**	**£0.0**	**£0.0**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£0.7***	**£0.4**	**£0.0**	**£0.0**	**£0.5**	**£0.0**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	***£0.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	**£4.6**	£0.0	£0.0	£0.0	£0.5	£2.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£3.2***	£0.0	£0.0	£0.0	£1.4	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£3.2**	£0.0	£0.0	£0.5	£0.5	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.0**	**£0.5**	**£1.1**	**£3.8**	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	***£6.0***	**£0.0**	**£0.0**	**£0.0**	**£2.3**	**£0.0**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	**£3.1**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£1.9***	£0.0	£0.0	£0.0	£1.3	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£2.0***	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£1.0**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.9***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£1.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	**£0.7**	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	**£1.1**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.9**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£1.2**	**£0.2**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	**£8.5**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£4.5	£1.1	£0.8	£0.1	£0.0	£0.0	£0.2	***£7.8***	£0.0	£0.7	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£16.5**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£2.2	£5.7	£5.2	£1.8	£0.4	£0.3	£0.0	£0.2	***£16.0***	£0.0	£0.5	£0.0	£0.0	£0.0
Others, Zone 11	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.0	£0.3	£0.0	£0.0
Sub-total	**£27.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£2.9**	**£10.8**	**£6.6**	**£3.5**	**£0.5**	**£0.3**	**£0.0**	**£0.4**	***£25.5***	**£0.0**	**£1.2**	**£0.3**	**£0.0**	**£0.0**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.1	£0.1	£0.0	£0.0	£0.0	***£2.3***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£2.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.3***	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**
**Zone 14	Tring**																							
Tring Town Centre	**£2.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£0.0	£0.0	£0.0	***£1.8***	£0.0	£0.6	£0.4	£0.0	£0.0
Others, Zone 14	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£2.0**	**£0.0**	**£0.0**	**£0.0**	***£2.2***	**£0.0**	**£0.8**	**£0.6**	**£0.0**	**£0.0**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	**£11.9**	£0.0	£0.1	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4	£0.4	£2.1	***£11.6***	£0.0	£0.0	£0.0	£0.0	£0.3
St. Albans City Centre	**£18.1**	£1.1	£0.0	£0.0	£0.3	£0.9	£0.3	£0.0	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£10.7	£2.4	£1.3	***£17.4***	£0.0	£0.0	£0.0	£0.5	£0.3
Others, Zone 18	**£1.8**	£0.0	£0.1	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	***£1.8***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£31.9**	**£1.1**	**£0.2**	**£0.0**	**£0.3**	**£1.1**	**£1.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£19.1**	**£3.9**	**£3.5**	***£30.9***	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.5**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.5**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.4**	**£0.2**	***£1.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	***£0.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.5**	***£0.7***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Total | Inner Study Area	**£137.5**	**£11.7**	**£8.7**	**£4.7**	**£3.8**	**£6.2**	**£3.3**	**£6.5**	**£7.5**	**£4.5**	**£5.5**	**£11.2**	**£7.0**	**£5.9**	**£2.6**	**£20.4**	**£4.9**	**£4.7**	***£119.1***	**£5.3**	**£2.7**	**£0.9**	**£8.9**	**£0.5**
Sub Total | Watford District	**£51.0**	£9.8	£8.2	£3.8	£2.0	£1.1	£0.0	£5.8	£6.8	£2.6	£1.0	£0.1	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£41.5***	£5.0	£0.2	£0.0	£4.3	£0.0
Sub Total | Hertsmere District	**£13.4**	£0.0	£0.0	£0.8	£1.3	£3.9	£2.2	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.1	***£9.0***	£0.4	£0.0	£0.0	£4.0	£0.0
Sub Total | Three Rivers Borough	**£5.9**	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.6	£1.6	£1.2	£0.2	£0.1	£0.1	£0.0	£0.4	£0.2	£0.0	***£5.8***	£0.0	£0.1	£0.0	£0.0	£0.0
Sub Total | Dacorum District	**£33.4**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£3.0	£10.8	£6.7	£5.7	£2.6	£0.3	£0.0	£0.4	***£30.1***	£0.0	£2.4	£0.9	£0.0	£0.0
Sub Total | St Albans City & District	**£33.7**	£1.1	£0.2	£0.1	£0.4	£1.2	£1.1	£0.0	£0.1	£0.0	£0.3	£0.1	£0.2	£0.0	£0.0	£19.4	£4.2	£4.2	***£32.7***	£0.0	£0.0	£0.0	£0.5	£0.5

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)	Zone 14 DIY (£m)	Zone 18 DIY (£m)	Zone 19 DIY (£m)	Zone 21 DIY (£m)	Inner Study Area	Zone 15 DIY (£m)	Zone 16 DIY (£m)	Zone 17 DIY (£m)	Zone 20 DIY (£m)	Zone 22 DIY (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£9.7**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.3	£0.0	£0.0	£8.2	£0.0
Hatch End Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£6.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.7***	£5.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£17.5**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£1.2***	**£8.1**	**£0.0**	**£0.0**	**£8.2**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£3.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£3.5	£0.0	£0.0	£0.0
Others, Zone 16	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
																			£0.0					
Sub-total	**£3.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£3.6**	**£0.0**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.7	£0.0	£0.0
Homebase, Vimy Road, Leighton Buzzard	**£5.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£5.3	£0.0	£0.0
Leighton Buzzard Town Centre	**£6.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£6.7	£0.0	£0.0
Others, Zone 17	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£1.3	£0.0	£0.0
Sub-total	**£14.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.2**	**£14.0**	**£0.0**	**£0.0**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.5	£0.0
Edgware District Centre	**£1.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.5	£0.0
Stanmore District Centre	**£1.5**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.4	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	**£6.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£10.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.9**	**£0.0**	**£0.0**	**£8.6**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£4.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£2.2	***£3.4***	£0.0	£0.0	£0.0	£0.0	£0.8
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£4.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£2.3**	***£3.8***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£188.0**	**£11.7**	**£8.7**	**£5.0**	**£3.8**	**£6.2**	**£3.6**	**£6.5**	**£7.9**	**£4.9**	**£5.5**	**£11.4**	**£7.3**	**£6.0**	**£2.7**	**£22.1**	**£4.9**	**£7.1**	***£125.2***	**£14.4**	**£6.5**	**£14.9**	**£25.6**	**£1.4**
Outside Study Area																								
Amersham Town Centre	**£1.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.5	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£5.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.9	£0.0	£0.0	£0.0	***£1.2***	£0.0	£3.7	£0.2	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£2.1**	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Chalfont St. Giles Village Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.6	£0.0
Enfield Retail Park, Crown Road, Enfield	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.2	£0.2	***£3.0***	£0.0	£0.0	£0.0	£0.0	£1.6
Hattersway Retail Park, Chaul End Lane, Luton	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	***£0.9***	£0.0	£0.0	£0.0	£0.0	£1.3
Hertford City Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.1	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Ikea, Drury Way, North Circular Road, Wembley	**£0.2**	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	***£0.3***	£0.0	£0.0	£0.7	£0.0	£0.9
Marlow Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.1	£0.0
Milton Keynes Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£2.1	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.3	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Aylesbury	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.2	£0.0	£0.0	£0.0
Others, Enfield	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£0.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.7
Roebuck Retail Park, London Road, Stevenage	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.2
The Galleria Outlet, Comet Way, Hatfield	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	***£0.8***	£0.0	£0.0	£0.0	£0.6	£0.5
Uxbridge Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£8.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£8.8	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	**£5.4**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.2	***£1.4***	£0.0	£0.0	£0.0	£0.5	£3.5
Others, outside study area	**£31.4**	£0.0	£0.1	£0.0	£0.1	£0.2	£0.4	£0.0	£0.0	£0.0	£0.3	£0.2	£0.7	£0.0	£0.1	£0.0	£1.4	£0.2	***£3.9***	£17.5	£0.9	£2.4	£5.4	£1.2
Abroad	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.2	£0.0	£0.1
Sub Total outside Study Area	**£75.6**	**£0.0**	**£0.2**	**£0.0**	**£0.1**	**£0.7**	**£2.2**	**£0.1**	**£0.0**	**£0.5**	**£0.4**	**£0.5**	**£0.9**	**£1.0**	**£1.0**	**£1.2**	**£4.1**	**£2.4**	***£15.5***	**£27.9**	**£5.5**	**£6.0**	**£10.5**	**£10.1**
Total (rounded)	**£263.6**	**£11.7**	**£8.9**	**£5.1**	**£3.9**	**£6.9**	**£5.8**	**£6.6**	**£7.9**	**£5.4**	**£5.9**	**£11.9**	**£8.2**	**£7.0**	**£3.7**	**£23.3**	**£9.0**	**£9.5**	***£140.7***	**£42.3**	**£12.0**	**£20.9**	**£36.1**	**£11.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area					
Study Area		Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)	Zone 14 Furniture (%)	Zone 18 Furniture (%)	Zone 19 Furniture (%)	Zone 21 Furniture (%)		Zone 15 Furniture (%)	Zone 16 Furniture (%)	Zone 17 Furniture (%)	Zone 20 Furniture (%)	Zone 22 Furniture (%)
**Zone 1	Watford South**																							
Colne Valley Retail Park, Lower High Street, Watford	2.79%	2.43%	1.40%	12.40%	1.69%	1.39%	0.00%	5.85%	9.69%	5.58%	0.00%	4.49%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	15.36%	1.89%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	1.17%	6.18%	7.27%	2.01%	2.41%	0.00%	0.00%	1.19%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	1.89%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	8.41%	19.59%	32.35%	23.59%	20.72%	16.09%	1.83%	30.35%	24.73%	14.96%	22.46%	22.12%	10.56%	5.89%	2.55%	7.25%	0.00%	6.64%		2.22%	2.70%	0.00%	1.89%	0.00%
Watford Town Centre	17.98%	64.67%	38.31%	42.12%	37.19%	24.50%	20.68%	22.17%	53.40%	40.06%	32.70%	10.41%	13.27%	10.88%	9.35%	18.22%	1.59%	2.73%		18.32%	6.56%	0.00%	12.99%	0.97%
Others, Zone 1	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	1.58%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Sub-total	**30.65%**	**92.88%**	**79.33%**	**80.12%**	**62.01%**	**41.98%**	**22.51%**	**59.56%**	**87.82%**	**61.96%**	**56.90%**	**37.02%**	**25.42%**	**17.96%**	**11.90%**	**25.46%**	**1.59%**	**9.37%**		**21.65%**	**9.26%**	**15.36%**	**20.00%**	**0.97%**
**Zone 2	Watford North**																							
Asda, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 3	Bushey & Aldenham**																							
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.51%	5.09%	0.00%	15.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Costco, Hartspring Lane, Bushey	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.82%**	**5.09%**	**0.00%**	**15.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.47%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.56%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 4	Radlett & Shenley**																							
Radlett Town Centre	0.01%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.01%**	**0.00%**	**0.00%**	**0.00%**	**1.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 5	Borehamwood & Elstree**																							
Borehamwood Town Centre	1.67%	0.00%	0.00%	1.03%	6.69%	30.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Stirling Retail Park, Stirling Way, Borehamwood	0.72%	0.00%	0.00%	0.00%	0.00%	8.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	2.83%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**2.39%**	**0.00%**	**0.00%**	**1.03%**	**6.69%**	**38.10%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.13%**	**0.00%**	**0.00%**	**0.00%**	**2.23%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**6.07%**	**0.00%**
**Zone 6	Potters Bar**																							
Potters Bar Town Centre	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	22.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.29%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Mutton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.17%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**22.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.29%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**3.24%**	**0.00%**
**Zone 7	Rickmansworth**																							
Croxley Green Local Centre	0.28%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	10.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.56%	0.00%	4.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.57%**	**0.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.64%**	**0.00%**	**6.88%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 8	Batchworth Heath & South Oxhey**																							
Northwood Local Centre	0.24%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**1.21%**	**0.00%**	**0.00%**	**0.00%**	**5.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**1.11%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 9	Chorleywood & Sarratt**																							
Chorleywood Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sarratt Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.09%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.48%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 10	Kings Langley & Abbots Langley**																							
Abbots Langley Village Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	5.42%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kimgs Langley Village Centre	0.82%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.70%	0.00%	5.83%	0.00%	0.00%	1.95%	0.00%	0.00%		0.00%	0.00%	1.84%	0.00%	0.00%
Others, Zone 10	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**1.01%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**5.42%**	**0.00%**	**0.00%**	**0.00%**	**15.73%**	**0.00%**	**7.01%**	**0.00%**	**0.00%**	**1.95%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**1.84%**	**0.00%**	**0.00%**
**Zone 11	Hemel Hempstead**																							
Hemel Hempstead Town Centre	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.66%	9.91%	12.82%	10.64%	1.19%	1.09%	1.46%	0.00%	0.00%		0.00%	6.66%	0.00%	0.00%	0.00%
Apsley Mills Retail Park, London Road, Hemel Hempstead	3.05%	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.48%	22.71%	28.02%	18.82%	4.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Others, Zone 11	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**4.81%**	**0.00%**	**1.05%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.66%**	**24.40%**	**35.53%**	**38.66%**	**20.01%**	**5.09%**	**2.86%**	**0.00%**	**0.00%**		**0.00%**	**9.36%**	**0.00%**	**0.00%**	**0.00%**
**Zone 12	Hemel Hempstead Fringe**																							
Grovehill Local Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.20%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.04%**	**1.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 13	Berkhamsted**																							
Berkhamsted Town Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.31%	0.00%	1.14%	1.58%	20.99%	3.11%	0.00%	0.00%	0.00%		0.00%	2.03%	0.00%	0.00%	0.00%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.67%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.31%**	**0.00%**	**1.14%**	**1.58%**	**20.99%**	**3.11%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**0.00%**	**0.00%**	**0.00%**
**Zone 14	Tring**																							
Tring Town Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.75%	0.00%	0.00%	0.00%		0.00%	1.93%	0.00%	0.00%	0.00%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**6.75%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**1.93%**	**0.00%**	**0.00%**	**0.00%**
**Zone 18	St Albans**																							
Abbey View Retail Park, Griffiths Way, St. Albans	0.44%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.32%	1.59%	1.61%		0.00%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	2.66%	0.00%	2.10%	0.00%	3.38%	3.17%	0.00%	0.00%	0.00%	1.89%	1.24%	1.14%	0.00%	0.00%	0.00%	29.32%	6.36%	1.69%		0.00%	0.00%	0.00%	0.00%	0.97%
Others, Zone 18	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.18%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**3.19%**	**0.00%**	**2.10%**	**0.00%**	**3.38%**	**4.56%**	**0.00%**	**0.00%**	**0.00%**	**1.89%**	**1.24%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**33.64%**	**11.13%**	**3.30%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.97%**
**Zone 19	London Colney Fringe**																							
Albert Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alsop Close, London Colney	0.48%	1.04%	0.00%	0.00%	7.89%	0.00%	4.52%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	3.34%	1.59%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.48%**	**1.04%**	**0.00%**	**0.00%**	**7.89%**	**0.00%**	**4.52%**	**0.00%**	**0.00%**	**1.35%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.34%**	**1.59%**	**0.00%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
**Zone 21	Harpenden**																							
Wheathampstead Village Centre	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.86%		0.00%	0.00%	0.00%	0.00%	1.29%
Harpenden Town Centre	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.47%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**0.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**18.33%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.29%**
Total | Inner Study Area	**47.2%**	**100.0%**	**83.5%**	**96.6%**	**82.4%**	**84.6%**	**56.2%**	**78.2%**	**95.0%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**59.0%**	**26.9%**	**67.3%**	**27.8%**	**31.0%**		**24.3%**	**22.6%**	**17.2%**	**29.3%**	**3.2%**
Sub Total | Watford District	30.6%	92.9%	79.3%	80.1%	62.0%	42.0%	22.5%	59.6%	87.8%	62.0%	56.9%	37.0%	25.4%	18.0%	11.9%	25.5%	1.6%	9.4%		21.7%	9.3%	15.4%	20.0%	1.0%
Sub Total | Hertsmere District	4.4%	5.1%	0.0%	16.5%	8.0%	38.1%	23.7%	0.0%	1.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	13.5%	0.0%		1.6%	0.0%	0.0%	9.3%	0.0%
Sub Total | Three Rivers Borough	2.0%	1.0%	1.0%	0.0%	1.2%	0.0%	5.4%	18.6%	5.8%	13.4%	15.7%	0.0%	7.0%	0.0%	0.0%	2.0%	0.0%	0.0%		1.1%	0.0%	1.8%	0.0%	0.0%
Sub Total | Dacorum District	5.8%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	24.4%	39.7%	41.4%	41.0%	15.0%	2.9%	0.0%	0.0%		0.0%	13.3%	0.0%	0.0%	0.0%
Sub Total | St Albans City & District	4.3%	1.0%	2.1%	0.0%	11.3%	4.6%	4.5%	0.0%	0.0%	3.2%	1.2%	1.1%	0.0%	0.0%	0.0%	37.0%	12.7%	21.6%		0.0%	0.0%	0.0%	0.0%	2.3%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Inner Study Area*	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)	(%)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Harrow Town Centre	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		5.45%	0.00%	0.00%	2.70%	0.00%
Hatch End Local Centre	0.28%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	7.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.58%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		30.95%	0.00%	0.00%	15.74%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**10.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.32%**	**0.00%**	**2.77%**	**2.82%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**39.74%**	**0.00%**	**0.00%**	**18.44%**	**0.00%**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%		0.00%	10.52%	0.00%	0.00%	0.00%
Others, Zone 16	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	6.56%	1.84%	0.00%	0.00%
Sub-total	**0.66%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**17.07%**	**1.84%**	**0.00%**	**0.00%**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	6.38%	0.00%	4.11%
Homebase, Vimy Road, Leighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Leighton Buzzard Town Centre	1.62%	0.00%	1.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	18.33%	0.00%	0.00%
Others, Zone 17	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.13%	0.00%	0.00%	0.00%		0.00%	2.03%	2.70%	0.00%	0.00%
Sub-total	**2.76%**	**0.00%**	**1.69%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.59%**	**2.13%**	**0.00%**	**0.00%**	**0.00%**		**0.00%**	**2.03%**	**27.42%**	**0.00%**	**4.11%**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	17.63%	0.00%
Edgware District Centre	1.28%	0.00%	0.00%	0.00%	4.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	7.46%	0.00%
Stanmore District Centre	0.24%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Wealdstone Local Centre	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	3.24%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	**5.05%**	**0.00%**	**0.00%**	**0.98%**	**4.99%**	**0.00%**	**1.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.61%**		**0.00%**	**0.00%**	**0.00%**	**29.67%**	**0.00%**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.25%		0.00%	0.00%	0.00%	0.00%	4.48%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.92%
Sub-total	**0.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.25%**		**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.41%**
Sub-total Study Area	**66.3%**	**100.0%**	**85.2%**	**97.6%**	**87.4%**	**86.0%**	**57.5%**	**81.0%**	**97.9%**	**86.5%**	**98.3%**	**77.9%**	**75.0%**	**61.7%**	**29.0%**	**67.3%**	**27.8%**	**40.9%**		**64.1%**	**41.7%**	**46.5%**	**77.4%**	**12.8%**
Outside Study Area																								
Amersham Town Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.73%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	1.19%	13.25%	30.97%	3.90%	0.00%	2.25%		0.00%	15.53%	1.38%	0.00%	0.00%
Beaconsfield Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	1.90%	0.00%	0.00%	0.00%	1.27%	2.64%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	10.65%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	2.70%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Central London	1.28%	0.00%	0.00%	1.03%	1.69%	1.85%	6.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.39%	0.00%	5.76%	1.67%	3.94%		1.11%	0.00%	0.00%	1.35%	0.97%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	1.89%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	2.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.23%	0.00%		0.00%	0.00%	0.00%	2.76%	0.00%
Enfield Town Centre	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	3.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.05%	0.00%		0.00%	0.00%	0.00%	1.35%	0.00%
Gerrards Cross Town Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.56%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	4.05%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.25%		0.00%	0.00%	0.00%	0.00%	3.82%
Hatterseway Retail Park, Chaul End Lane, Luton	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	7.01%
Hertford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	5.20%	0.00%	0.00%	0.00%	0.00%	3.22%	0.00%	0.00%	0.00%		1.56%	4.63%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	1.57%
Ikea, Drury Way, North Circular Road, Wembley	2.22%	0.00%	12.69%	1.37%	6.67%	2.77%	0.00%	4.67%	1.10%	5.58%	0.00%	13.83%	13.21%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Kingsbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.76%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	4.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	4.32%	23.56%	1.39%	0.00%	3.30%		0.00%	11.38%	35.91%	0.00%	7.64%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.69%		0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Elder Way, Stevenage	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	4.75%
Others, Aylesbury	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	1.45%	0.00%	0.00%	0.00%		0.00%	7.98%	1.38%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Princes Risborough Town Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	1.70%	0.00%	0.00%	0.00%	0.00%	0.00%	8.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	4.98%		0.00%	0.00%	0.00%	0.00%	21.63%
Roebuck Retail Park, London Road, Stevenage	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.97%
Slough Town Centre	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		4.60%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.82%	0.00%		0.00%	0.00%	0.00%	0.00%	5.76%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		1.11%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		6.95%	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.91%	0.00%	0.00%	0.00%	1.27%	0.00%	6.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	1.39%	20.44%	1.61%		0.00%	0.00%	0.00%	0.00%	1.29%
Welwyn Garden City Town Centre	5.21%	0.00%	0.00%	0.00%	1.69%	0.00%	5.31%	0.00%	0.00%	0.00%	0.00%	1.52%	1.19%	1.19%	0.00%	17.43%	33.21%	37.45%		0.00%	0.00%	0.00%	3.24%	19.07%
Others, outside study area	6.76%	0.00%	2.10%	0.00%	0.00%	6.78%	5.05%	0.00%	1.05%	0.00%	0.00%	4.49%	8.24%	14.84%	11.82%	0.00%	3.18%	1.69%		17.94%	7.33%	14.87%	1.35%	8.00%
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%
Sub Total outside Study Area	**33.7%**	**0.0%**	**14.8%**	**2.4%**	**12.6%**	**14.0%**	**42.5%**	**19.0%**	**2.1%**	**13.5%**	**1.7%**	**22.1%**	**25.0%**	**38.3%**	**71.0%**	**32.7%**	**72.2%**	**59.2%**		**35.9%**	**58.3%**	**53.5%**	**22.6%**	**87.2%**
Total (rounded)	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner Study Area	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Study Area		Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)	Zone 18 Furniture (£m)	Zone 19 Furniture (£m)	Zone 21 Furniture (£m)						
Zone 1 | Watford South																								
Colne Valley Retail Park, Lower High Street, Watford	**£9.7**	£0.4	£0.2	£0.8	£0.1	£0.1	£0.0	£0.5	£1.1	£0.3	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£4.4***	£0.0	£0.0	£3.9	£1.3	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	**£4.6**	£1.0	£0.9	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£2.4***	£0.8	£0.0	£0.0	£1.3	£0.0
Watford Arches Retail Park, Lower High Street, Watford	**£31.6**	£3.2	£4.2	£1.6	£1.0	£1.5	£0.1	£2.8	£2.8	£0.9	£1.7	£3.7	£1.1	£0.5	£0.1	£2.3	£0.0	£0.8	***£28.3***	£1.7	£0.4	£0.0	£1.3	£0.0
Watford Town Centre	**£71.4**	£10.5	£5.0	£2.8	£1.8	£2.3	£1.5	£2.0	£6.1	£2.4	£2.4	£1.7	£1.3	£0.9	£0.4	£5.8	£0.2	£0.3	***£47.7***	£13.6	£0.9	£0.0	£9.0	£0.1
Others, Zone 1	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.9	£0.0
Sub-total	**£118.4**	**£15.1**	**£10.3**	**£5.3**	**£3.0**	**£4.0**	**£1.6**	**£5.5**	**£10.0**	**£3.8**	**£4.3**	**£6.1**	**£2.6**	**£1.6**	**£0.5**	**£8.1**	**£0.2**	**£1.1**	***£83.1***	**£16.1**	**£1.3**	**£3.9**	**£13.8**	**£0.1**
Zone 2 | Watford North																								
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 3 | Bushey & Aldenham																								
Aldenham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	**£1.9**	£0.8	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
Costco, Hartspring Lane, Bushey	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£1.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.2**	**£0.8**	**£0.0**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.0***	**£1.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 4 | Radlett & Shenley																								
Radlett Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 5 | Borehamwood & Elstree																								
Borehamwood Town Centre	**£6.0**	£0.0	£0.0	£0.1	£0.3	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	***£3.7***	£0.0	£0.0	£0.0	£2.2	£0.0
Stirling Retail Park, Stirling Way, Borehamwood	**£2.7**	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.8***	£0.0	£0.0	£0.0	£2.0	£0.0
Tesco Extra, Shenley Road, Borehamwood	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£8.7**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£3.6**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	***£4.5***	**£0.0**	**£0.0**	**£0.0**	**£4.2**	**£0.0**
Zone 6 | Potters Bar																								
Potters Bar Town Centre	**£5.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£2.9***	£0.0	£0.0	£0.0	£2.2	£0.0
South Mimms Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Mutton Lane, Potters Bar	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£5.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.3**	**£0.0**	***£2.9***	**£0.0**	**£0.0**	**£0.0**	**£2.2**	**£0.0**
Zone 7 | Rickmansworth																								
Croxley Green Local Centre	**£1.1**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.3**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.7**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£2.3***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 8 | Batchworth Heath & South Oxhey																								
Northwood Local Centre	**£1.1**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.8	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	**£0.5**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£1.5**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 9 | Chorleywood & Sarratt																								
Chorleywood Village Centre	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sarratt Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.4***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 10 | Kings Langley & Abbots Langley																								
Abbots Langley Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Kimgs Langley Village Centre	**£2.8**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	***£2.3***	£0.0	£0.0	£0.5	£0.0	£0.0
Others, Zone 10	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£3.5**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£1.2**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£3.0***	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**
Zone 11 | Hemel Hempstead																								
Hemel Hempstead Town Centre	**£5.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£2.1	£1.1	£0.1	£0.0	£0.5	£0.0	£0.0	***£4.8***	£0.0	£1.0	£0.0	£0.0	£0.0
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£10.0**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£3.8	£2.8	£1.6	£0.2	£0.0	£0.0	£0.0	***£9.6***	£0.0	£0.4	£0.0	£0.0	£0.0
Others, Zone 11	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£16.3**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£1.8**	**£5.9**	**£3.9**	**£1.7**	**£0.2**	**£0.9**	**£0.0**	**£0.0**	***£14.9***	**£0.0**	**£1.3**	**£0.0**	**£0.0**	**£0.0**
Zone 12 | Hemel Hempstead Fringe																								
Grovehill Local Centre	**£0.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 13 | Berkhamsted																								
Berkhamsted Town Centre	**£2.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.2	£1.8	£0.1	£0.0	£0.0	£0.0	***£2.5***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 13	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.2**	**£0.2**	**£1.8**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£2.5***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
Zone 14 | Tring																								
Tring Town Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.3	£0.0	£0.0	£0.0
Others, Zone 14	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£0.6**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	***£0.3***	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**
Zone 18 | St Albans																								
Abbey View Retail Park, Griffiths Way, St. Albans	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.2	£0.2	***£1.9***	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	**£11.5**	£0.0	£0.3	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	£9.3	£0.7	£0.2	***£11.4***	£0.0	£0.0	£0.0	£0.0	£0.1
Others, Zone 18	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£13.8**	**£0.0**	**£0.3**	**£0.0**	**£0.2**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£10.7**	**£1.3**	**£0.4**	***£13.6***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
Zone 19 | London Colney Fringe																								
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	**£2.2**	£0.2	£0.0	£0.0	£0.4	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	***£2.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.2**	**£0.2**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.2**	**£0.0**	***£2.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
Zone 21 | Harpenden																								
Wheathampstead Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	***£0.5***	£0.0	£0.0	£0.0	£0.0	£0.2
Harpenden Town Centre	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	***£1.7***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£2.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.2**	***£2.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**
Total | Inner Study Area	**£181.9**	**£16.3**	**£10.8**	**£6.4**	**£4.0**	**£8.1**	**£4.1**	**£7.2**	**£10.9**	**£5.3**	**£7.4**	**£12.9**	**£7.6**	**£5.1**	**£1.2**	**£21.4**	**£3.2**	**£3.7**	***£135.5***	**£18.1**	**£3.2**	**£4.4**	**£20.2**	**£0.5**
Sub Total | Watford District	**£118.4**	£15.1	£10.3	£5.3	£3.0	£4.0	£1.6	£5.5	£10.0	£3.8	£4.3	£6.1	£2.6	£1.6	£0.5	£8.1	£0.2	£1.1	***£83.1***	£16.1	£1.3	£3.9	£13.8	£0.1
Sub Total | Hertsmere District	**£17.1**	£0.8	£0.0	£1.1	£0.4	£3.6	£1.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.5	£0.0	***£9.5***	£1.2	£0.0	£0.0	£6.4	£0.0
Sub Total | Three Rivers Borough	**£7.8**	£0.2	£0.1	£0.0	£0.1	£0.0	£0.4	£1.7	£0.7	£0.8	£1.2	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	£0.0	***£6.5***	£0.8	£0.0	£0.5	£0.0	£0.0
Sub Total | Dacorum District	**£20.3**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.8	£6.6	£4.2	£3.6	£0.7	£0.9	£0.0	£0.0	***£18.4***	£0.0	£1.9	£0.0	£0.0	£0.0
Sub Total | St Albans City & District	**£18.4**	£0.2	£0.3	£0.0	£0.5	£0.4	£0.3	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£11.8	£1.5	£2.6	***£18.0***	£0.0	£0.0	£0.0	£0.0	£0.3

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)	Zone 18 Furniture (£m)	Zone 19 Furniture (£m)	Zone 21 Furniture (£m)	Inner Study Area	Zone 15 Furniture (£m)	Zone 16 Furniture (£m)	Zone 17 Furniture (£m)	Zone 20 Furniture (£m)	Zone 22 Furniture (£m)
Outside Inner Study Area																								
Zone 15 | Three Rivers Fringe																								
Chalfont St. Peter Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£6.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£4.1	£0.0	£0.0	£1.9	£0.0
Hatch End Local Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.8	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	**£34.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£23.0	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£43.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.3**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.7***	**£29.6**	**£0.0**	**£0.0**	**£12.7**	**£0.0**
Zone 16 | Dacorum Western Fringe																								
Chesham Town Centre	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£1.5	£0.0	£0.0	£0.0
Others, Zone 16	**£1.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.9	£0.5	£0.0	£0.0
																			£0.0					
Sub-total	**£3.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£0.1***	**£0.0**	**£2.4**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																								
Dunstable Town Centre	**£2.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£1.6	£0.0	£0.6
Homebase, Vimy Road, Leighton Buzzard	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Leighton Buzzard Town Centre	**£4.9**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£4.7	£0.0	£0.0
Others, Zone 17	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.3	£0.7	£0.0	£0.0
Sub-total	**£8.3**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	***£0.5***	**£0.0**	**£0.3**	**£7.0**	**£0.0**	**£0.6**
Zone 20 | Hertsmere Southern Fringe																								
Barnet Local Centre	**£12.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£12.2	£0.0
Edgware District Centre	**£5.4**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£5.1	£0.0
Stanmore District Centre	**£1.0**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.9	£0.0
Wealdstone Local Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£2.2	£0.0
Others, Zone 20	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	**£21.1**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.2**	***£0.6***	**£0.0**	**£0.0**	**£0.0**	**£20.5**	**£0.0**
Zone 22 | St Albans Northern Fringe																								
Luton Retail Park, Gipsy Lane, Luton	**£1.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	***£1.0***	£0.0	£0.0	£0.0	£0.0	£0.6
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Sub-total	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.0**	***£1.0***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.8**
Sub-total Study Area	**£259.1**	**£16.3**	**£11.0**	**£6.4**	**£4.2**	**£8.2**	**£4.2**	**£7.5**	**£11.2**	**£5.3**	**£7.4**	**£12.9**	**£7.6**	**£5.4**	**£1.3**	**£21.4**	**£3.2**	**£4.9**	***£138.3***	**£47.7**	**£6.0**	**£11.9**	**£53.4**	**£1.8**
Outside Study Area																								
Amersham Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.7	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£7.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.2	£1.4	£1.2	£0.0	£0.3	***£4.5***	£0.0	£2.2	£0.4	£0.0	£0.0
Beaconsfield Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£7.9**	£0.0	£0.0	£0.0	£0.1	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.0	£0.0	£0.0	£7.3	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£0.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.4	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£5.4**	£0.0	£0.0	£0.1	£0.1	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£0.2	£0.5	***£3.5***	£0.8	£0.0	£0.0	£0.9	£0.1
Chalfont St. Giles Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	**£1.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£1.3	£0.0
Enfield Retail Park, Crown Road, Enfield	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£0.5***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£1.9**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.9	£0.0
Gerrards Cross Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£1.2	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	***£0.6***	£0.0	£0.0	£0.0	£0.0	£0.5
Hatterswaty Retail Park, Chaul End Lane, Luton	**£1.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£1.0
Hertford City Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£2.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	***£0.6***	£1.2	£0.7	£0.0	£0.0	£0.0
Hitchin Town Centre	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.2
Ikea, Drury Way, North Circular Road, Wembley	**£7.7**	£0.0	£1.6	£0.1	£0.3	£0.3	£0.0	£0.4	£0.1	£0.3	£0.0	£2.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	***£6.8***	£0.8	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£1.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.7
Marlow Town Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	**£14.3**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£1.0	£0.4	£0.0	£0.4	***£2.4***	£0.0	£1.6	£9.2	£0.0	£1.1
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£0.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Elder Way, Stevenage	**£0.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.7
Others, Aylesbury	**£1.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.1	£0.4	£0.0	£0.0
Others, Enfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Princes Risborough Town Centre	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£4.7**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.6	***£1.6***	£0.0	£0.0	£0.0	£0.0	£3.0
Roebuck Retail Park, London Road, Stevenage	**£0.1**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.1
Slough Town Centre	**£3.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£3.4	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£1.2**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.8
The Galleria Outlet, Comet Way, Hatfield	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	**£0.8**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£6.4**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£5.2	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£3.8**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.3	£0.2	***£3.6***	£0.0	£0.0	£0.0	£0.0	£0.2
Welwyn Garden City Town Centre	**£19.7**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.1	£0.0	£5.5	£3.8	£4.5	***£14.8***	£0.0	£0.0	£0.0	£2.2	£2.7
Others, outside study area	**£25.6**	£0.0	£0.3	£0.0	£0.0	£0.6	£0.4	£0.0	£0.1	£0.0	£0.0	£0.7	£0.8	£1.3	£0.5	£0.0	£0.4	£0.2	***£5.4***	£13.4	£1.0	£3.8	£0.9	£1.1
Abroad	**£0.0**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Sub Total outside Study Area	**£125.2**	**£0.0**	**£1.9**	**£0.2**	**£0.6**	**£1.3**	**£3.1**	**£1.8**	**£0.2**	**£0.8**	**£0.1**	**£3.7**	**£2.5**	**£3.3**	**£3.2**	**£10.4**	**£8.3**	**£7.1**	***£48.5***	**£26.8**	**£8.3**	**£13.7**	**£15.6**	**£12.3**
Total (rounded)	**£384.2**	**£16.3**	**£12.9**	**£6.6**	**£4.8**	**£9.6**	**£7.3**	**£9.2**	**£11.4**	**£6.1**	**£7.5**	**£16.6**	**£10.1**	**£8.7**	**£4.4**	**£31.8**	**£11.4**	**£12.0**	***£186.8***	**£74.4**	**£14.3**	**£25.6**	**£69.0**	**£14.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 25: All comparison goods expenditure

Destination			Watford BC		Hertsmere BC				Three Rivers DC				Dacorum BC				St Albans DC			Inner	Zone 15	Zone 16	Zone 17	Zone 20	Zone 22	Inflow	Total
	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)	Zone 18 Comparison (£m)	Zone 19 Comparison (£m)	Zone 21 Comparison (£m)	Study Area	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)	Comparison (£m)
Study Area																											
Zone 1 | Watford South																											
Colne Valley Retail Park, Lower High Street, Watford	**£19.7**	**0.5%**	£1.7	£1.0	£1.2	£0.5	£0.3	£0.0	£1.3	£2.6	£0.9	£0.1	£0.7	£0.6	£0.1	£0.0	£3.2	£0.3	£0.0	***£14.5***	£0.0	£0.0	£3.9	£1.3	£0.0	£0.0	**£19.7**
Waterfields Shopping Park, Waterfields Way, Watford	**£56.2**	**1.4%**	£17.3	£7.5	£3.1	£1.3	£0.0	£0.1	£3.4	£1.1	£0.6	£0.8	£1.7	£1.2	£0.0	£0.0	£4.0	£0.0	£0.0	***£42.1***	£5.8	£0.0	£0.0	£8.3	£0.0	£0.0	**£56.2**
Watford Arches Retail Park, Lower High Street, Watford	**£99.1**	**2.4%**	£15.4	£11.3	£7.2	£2.8	£3.7	£0.5	£12.5	£11.7	£4.4	£3.8	£3.7	£1.3	£0.5	£0.3	£4.7	£0.0	£0.8	***£84.3***	£5.5	£0.6	£0.0	£8.3	£0.4	£0.0	**£99.1**
Watford Town Centre	**£876.0**	**21.1%**	£147.7	£103.4	£44.7	£16.3	£27.4	£5.9	£55.3	£80.0	£32.0	£36.3	£15.3	£8.6	£17.0	£2.6	£25.7	£1.3	£2.7	***£622.1***	£147.5	£8.3	£0.8	£95.7	£1.6	£21.90	**£897.9**
Others, Zone 1	**£9.1**	**0.2%**	£1.0	£0.2	£0.5	£0.0	£0.1	£0.0	£2.1	£1.0	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.3***	£2.9	£0.0	£0.0	£0.9	£0.0	£0.0	**£9.1**
Sub-total	**£1,060.2**	**25.5%**	**£183.0**	**£123.3**	**£56.8**	**£20.9**	**£31.4**	**£6.4**	**£74.6**	**£96.3**	**£38.1**	**£41.1**	**£21.4**	**£11.9**	**£17.6**	**£2.9**	**£37.6**	**£1.6**	**£3.5**	***£768.3***	**£161.8**	**£8.8**	**£4.8**	**£114.4**	**£2.1**	**£21.9**	**£1,082.1**
Zone 2 | Watford North																											
Asda, Odhams Industrial Estate, St. Albans Road, Watford	**£9.5**	**0.2%**	£0.2	£7.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.9***	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	**£9.5**
Garston Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.4**
Others, Zone 2	**£0.2**	**0.0%**	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£10.1**	**0.2%**	**£0.2**	**£7.0**	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.9**	**£0.3**	**£0.7**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£9.5***	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	**£10.1**
Zone 3 | Bushey & Aldenham																											
Aldenham Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Bushey Town Centre	**£7.8**	**0.2%**	£1.9	£0.0	£3.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	***£6.9***	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.8**
Costco, Hartspring Lane, Bushey	**£6.5**	**0.2%**	£0.0	£0.5	£0.1	£2.1	£0.1	£0.0	£0.4	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£4.2***	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	**£6.5**
Others, Zone 3	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.5***	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	**£1.3**
Sub-total	**£15.8**	**0.4%**	**£1.9**	**£0.5**	**£3.8**	**£3.0**	**£0.2**	**£0.0**	**£0.4**	**£0.9**	**£0.8**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	***£11.8***	**£3.5**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£15.8**
Zone 4 | Radlett & Shenley																											
Radlett Town Centre	**£5.7**	**0.1%**	£0.0	£0.0	£0.2	£2.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	***£5.7***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£5.7**
Shenley Village Centre	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.3**
Sub-total	**£6.9**	**0.2%**	**£0.0**	**£0.0**	**£0.2**	**£2.7**	**£1.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.9**	**£0.0**	**£0.1**	***£6.9***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£6.9**
Zone 5 | Borehamwood & Elstree																											
Borehamwood Town Centre	**£70.0**	**1.7%**	£0.0	£0.4	£1.6	£3.3	£40.1	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.6	£0.0	***£47.7***	£0.0	£0.0	£0.0	£22.4	£0.0	£0.0	**£70.0**
Stirling Retail Park, Stirling Way, Borehamwood	**£10.2**	**0.2%**	£0.0	£0.0	£0.8	£0.7	£3.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0	**£10.2**
Tesco Extra, Shenley Road, Borehamwood	**£11.9**	**0.3%**	£0.0	£0.0	£0.0	£1.0	£9.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£11.1***	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	**£11.9**
Others, Zone 5	**£4.2**	**0.1%**	£0.0	£0.0	£0.0	£0.3	£2.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	***£3.0***	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	**£4.2**
Sub-total	**£96.4**	**2.3%**	**£0.0**	**£0.4**	**£2.4**	**£5.2**	**£54.6**	**£2.8**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£1.3**	**£0.0**	***£66.9***	**£0.0**	**£0.0**	**£0.0**	**£29.5**	**£0.0**	**£0.0**	**£96.4**
Zone 6 | Potters Bar																											
Potters Bar Town Centre	**£22.5**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.1	£14.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.0	***£19.0***	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	**£22.5**
South Mimms Village Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Tesco Superstore, Mutton Lane, Potters Bar	**£3.0**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£2.8***	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	**£3.0**
Others, Zone 6	**£2.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	***£2.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.3**
Sub-total	**£28.1**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£18.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£5.9**	**£0.0**	***£24.4***	**£0.0**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£0.0**	**£28.1**
Zone 7 | Rickmansworth																											
Croxley Green Local Centre	**£7.0**	**0.2%**	£0.4	£0.0	£0.0	£0.0	£0.5	£0.0	£3.1	£0.0	£2.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	***£7.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.0**
Rickmansworth Town Centre	**£12.5**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£0.2	£4.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£11.9***	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	**£12.5**
Others, Zone 7	**£1.8**	**0.0%**	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	**£1.8**
Sub-total	**£21.3**	**0.5%**	**£1.1**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£10.3**	**£0.2**	**£7.4**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.0**	**£0.0**	***£20.5***	**£0.7**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£21.3**
Zone 8 | Batchworth Heath & South Oxhey																											
Northwood Local Centre	**£7.3**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	***£1.9***	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.3**
South Oxhey Local Centre	**£4.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	***£4.5***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£4.5**
Sub-total	**£11.8**	**0.3%**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.3**	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.7**	**£0.0**	***£6.5***	**£5.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£11.8**
Zone 9 | Chorleywood & Sarratt																											
Chorleywood Village Centre	**£8.0**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£8.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£8.0**
Elstree Village Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sarratt Village Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Sub-total	**£8.2**	**0.2%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.2**	**£0.0**	**£7.8**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£8.2***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£8.2**
Zone 10 | Kings Langley & Abbots Langley																											
Abbots Langley Village Centre	**£7.4**	**0.2%**	£0.1	£0.3	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£6.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£7.4***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.4**
Kimgs Langley Village Centre	**£3.5**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	***£3.1***	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	**£3.5**
Others, Zone 10	**£2.1**	**0.1%**	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.8	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	***£2.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.1**
Sub-total	**£13.1**	**0.3%**	**£0.1**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£0.4**	**£0.1**	**£0.0**	**£0.1**	**£8.8**	**£0.8**	**£0.9**	**£0.2**	**£0.0**	**£0.6**	**£0.0**	**£0.0**	***£12.6***	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.0**	**£0.0**	**£13.1**
Zone 11 | Hemel Hempstead																											
Hemel Hempstead Town Centre	**£249.7**	**6.0%**	£0.6	£3.1	£0.3	£0.0	£0.9	£0.6	£0.3	£2.0	£1.1	£10.2	£117.2	£44.0	£19.1	£3.8	£17.3	£1.0	£1.7	***£223.1***	£0.0	£22.9	£2.6	£1.1	£0.0	£0.00	**£249.7**
Apsley Mills Retail Park, London Road, Hemel Hempstead	**£113.1**	**2.7%**	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£4.2	£12.8	£36.3	£39.1	£7.0	£1.2	£0.7	£0.0	£0.9	***£105.3***	£1.4	£6.3	£0.0	£0.0	£0.0	£0.0	**£113.1**
Others, Zone 11	**£5.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8	£0.8	£0.9	£0.0	£0.5	£0.0	£0.0	***£5.2***	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	**£5.5**
Sub-total	**£368.3**	**8.9%**	**£0.6**	**£4.3**	**£0.3**	**£0.0**	**£0.9**	**£0.6**	**£2.2**	**£2.0**	**£5.4**	**£23.1**	**£156.3**	**£83.9**	**£27.0**	**£5.0**	**£18.5**	**£1.0**	**£2.6**	***£333.6***	**£1.4**	**£29.2**	**£2.9**	**£1.1**	**£0.0**	**£0.0**	**£368.3**
Zone 12 | Hemel Hempstead Fringe																											
Grovehill Local Centre	**£0.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Others, Zone 12	**£4.7**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£3.1	£0.1	£0.0	£0.0	£0.0	**£4.7**
Sub-total	**£5.0**	**0.1%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£1.3**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	***£1.8***	**£0.0**	**£3.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£5.0**
Zone 13 | Berkhamsted																											
Berkhamsted Town Centre	**£46.0**	**1.1%**	£0.3	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.8	£2.3	£28.5	£2.9	£0.0	£0.0	£0.0	***£38.4***	£0.0	£5.8	£1.7	£0.0	£0.0	£0.0	**£46.0**
Others, Zone 13	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Sub-total	**£46.0**	**1.1%**	**£0.3**	**£2.3**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.6**	**£0.6**	**£0.8**	**£2.3**	**£28.5**	**£2.9**	**£0.0**	**£0.0**	**£0.0**	***£38.5***	**£0.0**	**£5.8**	**£1.7**	**£0.0**	**£0.0**	**£0.0**	**£46.0**
Zone 14 | Tring																											
Tring Town Centre	**£17.7**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£9.2	£0.0	£0.0	£0.0	***£9.2***	£0.0	£7.1	£1.4	£0.0	£0.0	£0.0	**£17.7**
Others, Zone 14	**£1.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	***£0.7***	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	**£1.4**
Sub-total	**£19.0**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**	**£9.8**	**£0.0**	**£0.0**	**£0.0**	***£10.0***	**£0.0**	**£7.5**	**£1.6**	**£0.0**	**£0.0**	**£0.0**	**£19.0**
Zone 18 | St Albans																											
Abbey View Retail Park, Griffiths Way, St. Albans	**£32.0**	**0.8%**	£0.0	£0.1	£0.0	£1.0	£0.1	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.9	£1.8	£4.0	***£30.4***	£0.0	£0.7	£0.0	£0.0	£0.9	£0.0	**£32.0**
St. Albans City Centre	**£232.4**	**5.6%**	£3.4	£1.0	£1.1	£3.1	£4.8	£2.1	£0.4	£0.0	£0.1	£2.8	£4.0	£1.4	£0.7	£0.2	£141.5	£30.0	£25.6	***£222.4***	£0.0	£0.0	£0.0	£0.5	£9.6	£11.62	**£244.1**
Others, Zone 18	**£7.7**	**0.2%**	£0.0	£0.4	£0.0	£0.0	£0.8	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£0.1	£0.6	£3.9	£0.1	***£7.7***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.7**
Sub-total	**£272.1**	**6.6%**	**£3.4**	**£1.5**	**£1.1**	**£4.0**	**£5.8**	**£2.9**	**£0.4**	**£0.1**	**£0.1**	**£2.9**	**£4.0**	**£2.7**	**£0.7**	**£0.4**	**£165.0**	**£35.8**	**£29.7**	***£260.4***	**£0.0**	**£0.7**	**£0.0**	**£0.5**	**£10.5**	**£11.6**	**£283.7**
Zone 19 | London Colney Fringe																											
Albert Bygrave Retail Park, North Orbital Road, St Albans	**£2.0**	**0.0%**	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£1.2	£0.0	£0.2	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.0**
Colney Fields Shopping Park, Alsop Close, London Colney	**£112.4**	**2.7%**	£0.2	£0.6	£3.3	£12.3	£12.2	£15.5	£0.6	£0.0	£0.6	£3.6	£2.9	£3.4	£1.6	£0.3	£10.7	£12.5	£5.8	***£86.1***	£4.9	£0.7	£0.0	£20.0	£0.8	£0.0	**£112.4**
Cuffley Village Centre	**£1.3**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	***£1.3***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.3**
Others, Zone 19	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Sub-total	**£116.0**	**2.8%**	**£0.2**	**£0.6**	**£3.4**	**£12.3**	**£12.2**	**£15.5**	**£0.6**	**£0.0**	**£0.6**	**£3.7**	**£2.9**	**£3.9**	**£1.6**	**£0.4**	**£11.9**	**£13.9**	**£6.0**	***£89.6***	**£4.9**	**£0.7**	**£0.0**	**£20.0**	**£0.8**	**£0.0**	**£116.0**
Zone 21 | Harpenden																											
Wheathampstead Village Centre	**£1.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	**£1.1**
Harpenden Town Centre	**£28.0**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£3.7	£0.0	£23.4	***£27.5***	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	**£28.0**
Sub-total	**£29.2**	**0.7%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£3.7**	**£0.0**	**£24.3**	***£28.3***	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.7**	**£0.0**	**£29.2**
Total | Inner Study Area	**£2,127.7**	**51.2%**	**£190.8**	**£140.6**	**£68.1**	**£48.3**	**£106.9**	**£46.9**	**£89.2**	**£104.9**	**£61.0**	**£81.6**	**£187.0**	**£108.3**	**£75.9**	**£21.3**	**£240.8**	**£60.1**	**£66.3**	***£1,698.1***	**£177.6**	**£56.0**	**£11.7**	**£170.2**	**£14.0**	**£33.5**	**£2,161.2**
Sub Total | Watford District	**£1,070.3**	**25.8%**	£183.2	£130.4	£56.9	£20.9	£31.4	£6.4	£74.7	£96.3	£38.1	£41.9	£21.7	£12.6	£17.6	£2.9	£37.6	£1.6	£3.5	***£777.8***	£161.8	£8.8	£4.8	£115.0	£2.1	£21.9	£1,092.2
Sub Total | Hertsmere District	**£147.3**	**3.5%**	£1.9	£0.9	£6.4	£11.0	£55.9	£21.1	£0.4	£0.9	£0.8	£0.0	£0.0	£0.1	£0.1	£0.0	£3.2	£7.2	£0.1	***£110.1***	£3.5	£0.0	£0.0	£33.7	£0.0	£0.0	£147.3
Sub Total | Three Rivers Borough	**£54.5**	**1.3%**	£1.3	£0.5	£0.0	£0.1	£0.6	£0.4	£10.9	£5.6	£15.4	£9.3	£0.8	£1.0	£0.2	£0.0	£1.0	£0.7	£0.0	***£47.8***	£6.0	£0.1	£0.5	£0.0	£0.0	£0.0	£54.5
Sub Total | Dacorum District	**£438.4**	**10.6%**	£0.9	£6.7	£0.4	£0.0	£0.9	£0.6	£2.2	£2.0	£6.0	£23.8	£157.6	£87.6	£55.7	£17.7	£18.5	£1.0	£2.6	***£384.0***	£1.4	£45.6	£6.3	£1.1	£0.0	£0.0	£438.4
Sub Total | St Albans City & District	**£417.2**	**10.0%**	£3.6	£2.1	£4.5	£16.4	£18.0	£18.5	£0.9	£0.1	£0.7	£6.5	£6.9	£6.9	£2.3	£0.7	£180.6	£49.6	£60.1	***£378.4***	£4.9	£1.4	£0.1	£20.4	£11.9	£11.6	£428.8

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)	Zone 18 Comparison (£m)	Zone 19 Comparison (£m)	Zone 21 Comparison (£m)	*Inner Study Area*	Zone 15 Comparison (£m)	Zone 16 Comparison (£m)	Zone 17 Comparison (£m)	Zone 20 Comparison (£m)	Zone 22 Comparison (£m)
Outside Inner Study Area																									
Zone 15 | Three Rivers Fringe																									
Chalfont St. Peter Village Centre	**£0.8**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.8	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	***£0.3***	£0.2	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	**£6.9**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£6.9	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	**£179.5**	**4.3%**	£0.0	£0.0	£1.5	£0.0	£0.2	£0.0	£0.3	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£5.6***	£79.5	£0.0	£0.0	£94.4	£0.0
Hatch End Local Centre	**£2.5**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£1.1	£0.0	£0.0	£0.8	£0.0
Pinner Village Centre	**£27.4**	**0.7%**	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.4***	£24.7	£0.0	£0.0	£1.3	£0.0
Ruislip Town Centre	**£90.2**	**2.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.9***	£77.4	£0.0	£0.0	£10.9	£0.0
Others, Zone 15	**£0.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.2	£0.0	£0.0	£0.0	£0.0
Sub-total	**£307.9**	**7.4%**	**£0.0**	**£0.0**	**£1.5**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£6.5**	**£0.4**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.3**	**£0.0**	**£0.0**	***£9.8***	**£190.9**	**£0.0**	**£0.0**	**£107.3**	**£0.0**
Zone 16 | Dacorum Western Fringe																									
Chesham Town Centre	**£23.1**	**0.6%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.0	£0.2	£0.5	£0.3	£0.0	£0.3	£0.0	***£2.4***	£0.0	£20.7	£0.0	£0.0	£0.0
Others, Zone 16	**£2.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£1.4	£0.5	£0.0	£0.0
																				£0.0					
Sub-total	**£25.2**	**0.6%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.5**	**£0.0**	**£0.7**	**£0.0**	**£0.0**	**£0.2**	**£0.5**	**£0.3**	**£0.0**	**£0.3**	**£0.0**	***£2.6***	**£0.0**	**£22.1**	**£0.5**	**£0.0**	**£0.0**
Zone 17 | Dacorum Northern Fringe																									
Dunstable Town Centre	**£34.5**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.6	£0.0	£0.7	£0.0	£0.0	***£2.8***	£0.0	£0.0	£25.9	£0.0	£5.8
Homebase, Vimy Road, Leighton Buzzard	**£7.7**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£7.5	£0.0	£0.0
Leighton Buzzard Town Centre	**£45.3**	**1.1%**	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	***£0.7***	£0.0	£1.1	£43.5	£0.0	£0.0
Others, Zone 17	**£5.8**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.1	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£0.3	£4.9	£0.0	£0.0
Sub-total	**£93.3**	**2.2%**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£1.8**	**£0.8**	**£0.1**	**£0.7**	**£0.0**	**£0.4**	***£4.1***	**£0.0**	**£1.6**	**£81.8**	**£0.0**	**£5.8**
Zone 20 | Hertsmere Southern Fringe																									
Barnet Local Centre	**£64.1**	**1.5%**	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£0.0	£0.0	£0.0	£61.6	£1.4
Edgware District Centre	**£55.0**	**1.3%**	£0.0	£0.3	£0.1	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	***£1.6***	£0.0	£0.0	£0.0	£53.4	£0.0
Stanmore District Centre	**£37.8**	**0.9%**	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.6***	£0.4	£0.0	£0.0	£36.9	£0.0
Wealdstone Local Centre	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	***£0.4***	£0.0	£0.0	£0.0	£5.0	£0.0
Others, Zone 20	**£6.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.5	£0.0	£0.0	£5.6	£0.0
Sub-total	**£168.6**	**4.1%**	**£0.0**	**£0.3**	**£0.6**	**£0.4**	**£0.9**	**£1.2**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.1**	**£0.0**	**£0.0**	**£0.2**	**£0.0**	**£0.0**	**£0.2**	***£3.8***	**£0.9**	**£0.0**	**£0.0**	**£162.5**	**£1.4**
Zone 22 | St Albans Northern Fringe																									
Luton Retail Park, Gipsy Lane, Luton	**£19.6**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£4.9	***£6.1***	£0.0	£0.0	£0.0	£0.0	£13.5
Wigmore Park Shopping Centre, Wigmore Lane, Luton	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	***£0.4***	£0.0	£0.0	£0.0	£0.0	£0.2
Others, Zone 22	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	***£0.9***	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	**£21.4**	**0.5%**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£2.4**	**£0.0**	**£5.0**	***£7.5***	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£14.0**
Sub-total Study Area	**£2,744.1**	**66.1%**	**£190.8**	**£141.1**	**£70.2**	**£48.7**	**£108.3**	**£48.1**	**£90.4**	**£111.4**	**£62.1**	**£81.6**	**£187.2**	**£110.3**	**£77.3**	**£21.9**	**£244.2**	**£60.4**	**£72.0**	***£1,725.9***	**£369.4**	**£79.8**	**£93.9**	**£440.0**	**£35.2**
Outside Study Area																									
Amersham Town Centre	**£18.9**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£1.8	£0.5	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	***£3.3***	£7.5	£8.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	**£75.9**	**1.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.4	£0.5	£1.9	£15.2	£1.6	£0.0	£0.3	***£21.2***	£0.0	£46.9	£7.8	£0.0	£0.0
Beaconsfield Town Centre	**£2.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	***£2.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	**£77.1**	**1.9%**	£0.0	£2.7	£0.5	£2.5	£5.2	£1.5	£0.2	£1.0	£0.2	£1.7	£0.5	£0.0	£0.0	£0.0	£0.4	£1.5	£0.4	***£18.3***	£0.0	£0.0	£0.4	£58.5	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	**£6.8**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	***£0.1***	£0.0	£5.2	£1.5	£0.0	£0.0
Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross	**£4.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	***£4.6***	£0.0	£0.0	£0.0	£0.0	£0.0
Central London	**£157.8**	**3.8%**	£3.3	£0.7	£2.2	£1.4	£2.4	£3.4	£1.9	£3.6	£3.3	£0.7	£1.1	£0.9	£5.6	£0.5	£12.3	£4.9	£7.0	***£55.4***	£58.2	£4.9	£1.5	£36.1	£1.7
Chalfont St. Giles Village Centre	**£1.5**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.2	£0.0	£1.3	£0.0
Colindale Local Centre	**£4.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	***£1.1***	£0.0	£0.0	£0.0	£3.0	£0.0
Enfield Retail Park, Crown Road, Enfield	**£5.4**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	***£3.5***	£0.0	£0.0	£0.0	£1.9	£0.0
Enfield Town Centre	**£9.4**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	***£4.4***	£0.0	£0.0	£0.0	£5.0	£0.0
Gerrards Cross Town Centre	**£3.3**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	***£1.2***	£2.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	**£0.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.6	£0.0	£0.0	£0.0
Hatfield Town Centre	**£46.4**	**1.1%**	£0.0	£0.3	£0.0	£0.0	£0.0	£3.5	£0.2	£0.6	£0.0	£0.0	£1.3	£0.0	£0.4	£0.0	£17.5	£8.3	£2.8	***£35.0***	£0.0	£0.0	£0.0	£0.7	£10.8
Hattersway Retail Park, Chaul End Lane, Luton	**£5.9**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£1.8	***£2.6***	£0.0	£0.0	£0.0	£0.0	£3.4
Hertford City Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	**£52.5**	**1.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£1.7	£0.1	£0.0	£0.0	£6.4	£0.8	£0.0	£0.0	£0.4	***£10.4***	£25.9	£16.2	£0.0	£0.0	£0.0
Hitchin Town Centre	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£3.1
Ikea, Drury Way, North Circular Road, Wembley	**£36.9**	**0.9%**	£0.9	£7.5	£0.1	£1.2	£1.4	£0.5	£2.2	£1.3	£0.3	£0.0	£10.9	£1.3	£0.4	£0.0	£0.0	£0.6	£0.0	***£28.7***	£8.2	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	**£0.0**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.0***	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	**£0.2**	**0.0%**	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.2***	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	**£0.1**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	**£48.6**	**1.2%**	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.6	£0.1	£0.1	£1.2	£0.2	£4.9	***£8.8***	£0.0	£0.0	£15.8	£0.0	£24.0
Marlow Town Centre	**£1.6**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.5***	£0.0	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	**£8.2**	**0.2%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	***£3.7***	£0.0	£0.0	£0.0	£4.5	£0.0
Milton Keynes Town Centre	**£200.9**	**4.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.4	£0.7	£1.3	£2.5	£8.8	£5.9	£0.3	£0.8	***£21.6***	£0.0	£11.7	£159.0	£0.0	£8.7
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	**£18.6**	**0.4%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£1.5	£0.0	£5.3	***£7.9***	£0.0	£0.0	£10.3	£0.0	£0.4
Monkswood Retail Park, Elder Way, Stevenage	**£2.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	***£0.8***	£0.0	£0.0	£0.0	£0.0	£1.4
Others, Aylesbury	**£3.6**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.1	£0.0	£0.0	£0.0	***£0.6***	£0.0	£2.2	£0.7	£0.0	£0.0
Others, Enfield	**£1.2**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	***£0.7***	£0.0	£0.0	£0.0	£0.5	£0.0
Princes Risborough Town Centre	**£0.4**	**0.0%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£0.1***	£0.0	£0.3	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	**£14.3**	**0.3%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.8	£0.9	***£5.5***	£0.0	£0.0	£0.0	£0.0	£8.7
Roebuck Retail Park, London Road, Stevenage	**£3.1**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.2	£0.4	***£0.9***	£0.0	£0.0	£0.0	£0.0	£2.1
Slough Town Centre	**£6.2**	**0.1%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.1***	£5.1	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	**£22.3**	**0.5%**	£0.0	£0.0	£0.0	£0.0	£1.1	£1.4	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.1	£2.8	£1.2	***£7.9***	£0.0	£0.0	£0.0	£2.4	£12.0
The Galleria Outlet, Comet Way, Hatfield	**£28.9**	**0.7%**	£0.0	£3.3	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£8.6	£3.6	£2.0	***£21.5***	£0.0	£0.7	£0.0	£2.3	£4.4
Uxbridge Town Centre	**£72.9**	**1.8%**	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£3.6***	£68.7	£0.7	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	**£35.2**	**0.8%**	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	***£1.2***	£33.9	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	**£9.8**	**0.2%**	£0.0	£0.0	£0.0	£0.1	£0.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£4.4	£0.2	***£7.2***	£2.0	£0.0	£0.0	£0.0	£0.6
Welwyn Garden City Town Centre	**£207.5**	**5.0%**	£0.3	£0.0	£0.7	£1.1	£0.1	£16.0	£0.2	£0.3	£1.8	£0.2	£0.3	£2.2	£1.0	£0.0	£42.8	£27.5	£32.6	***£127.2***	£0.0	£0.0	£0.0	£14.3	£66.0
Others, outside study area	**£185.5**	**4.5%**	£0.7	£1.8	£1.8	£0.2	£1.3	£2.3	£1.2	£2.9	£2.1	£0.6	£1.6	£3.5	£3.4	£6.0	£1.2	£6.3	£1.7	***£38.6***	£70.8	£7.2	£37.5	£21.5	£9.9
Abroad	**£24.9**	**0.6%**	£0.6	£0.6	£0.0	£0.8	£0.1	£0.0	£0.3	£0.0	£0.0	£0.4	£2.9	£5.6	£0.3	£0.0	£1.9	£1.0	£0.4	***£15.0***	£2.9	£0.8	£1.9	£3.7	£0.7
Sub Total outside Study Area	**£1,408.4**	**33.9%**	**£6.3**	**£17.0**	**£5.6**	**£7.4**	**£12.4**	**£37.2**	**£9.7**	**£11.3**	**£13.8**	**£6.2**	**£22.5**	**£21.4**	**£23.9**	**£32.1**	**£105.6**	**£71.0**	**£63.8**	***£467.3***	**£285.3**	**£105.8**	**£236.5**	**£155.5**	**£157.9**
Total (rounded)	**£4,152.6**	**100.0%**	**£197.1**	**£158.1**	**£75.7**	**£56.1**	**£120.7**	**£85.3**	**£100.1**	**£122.7**	**£75.9**	**£87.8**	**£209.7**	**£131.7**	**£101.2**	**£54.0**	**£349.8**	**£131.4**	**£135.7**	***£2,193.2***	**£654.7**	**£185.6**	**£330.4**	**£595.5**	**£193.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (November 2016)

c. Excludes 'don't know/varies', markets and internet sales

d. Comparison goods Inflow allowed of 5% from St Albans as both a regional centre and a tourist destination, and 2.5% each from Watford as a regional centre.

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Table 26a: Estimated 'capacity' for new comparison goods facilities in South West Hertfordshire (all five authority areas)

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	2,161.2	2,127.7	33.5	0.0
2021	2,300.5	2,331.3	36.8	67.6
2026	2,572.4	2,843.9	43.1	314.5
2031	2,868.1	3,466.7	50.4	649.0
2036	3,197.8	4,224.8	59.0	1,086.0
Study Area Market Share (%)		**49.8%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by South West Hertfordshire facilities at 49.8% from the Study Area (currently 51.2%)

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	67.6	8,500	11,600
2026	314.5	35,200	48,100
2031	649.0	65,200	89,000
2036	1,086.0	97,900	133,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26c: Extant comparison goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**25,842**		**173.3**

Table 26d: Net quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	67.6	184.5	-116.9	-14,600	-20,000
2026	314.5	206.1	108.4	12,100	16,600
2031	649.0	229.8	419.2	42,100	57,500
2036	1,086.0	256.2	829.8	74,800	102,100

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

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Table 26e: Estimated 'capacity' for new comparison goods facilities in Hertsmere

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	147.3	147.3	0.0	0.0
2021	156.8	146.1	0.0	-10.6
2026	175.3	178.3	0.0	3.0
2031	195.5	217.3	0.0	21.9
2036	217.9	264.9	0.0	46.9
Study Area Market Share (%)		**3.1%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by Hertsmere facilities at 3.1% from the Study Area (currently 3.5%)

Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	-10.6	-1,300	-1,800
2026	3.0	300	500
2031	21.9	2,200	3,000
2036	46.9	4,200	5,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26g: Extant comparison goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			**0**		**0.0**

Table 26h: Net quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0.0	0.0	0	0
2021	-10.6	0.0	-10.6	-1,300	-1,800
2026	3.0	0.0	3.0	300	500
2031	21.9	0.0	21.9	2,200	3,000
2036	46.9	0.0	46.9	4,200	5,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26g) from surplus expenditure (sourced from Table 26e)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

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Table 26i: Estimated 'capacity' for new comparison goods facilities in Three Rivers

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	54.5	54.5	0.0	0.0
2021	58.0	61.4	0.0	3.4
2026	64.8	74.9	0.0	10.1
2031	72.3	91.3	0.0	19.0
2036	80.6	111.3	0.0	30.7
Study Area Market Share (%)		**1.3%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 1.3% from the Study Area

Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	3.4	400	600
2026	10.1	1,100	1,500
2031	19.0	1,900	2,600
2036	30.7	2,800	3,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26k: Extant comparison goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Total			**992**		**6.4**

Table 26l: Net quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	6.4	-6.4	-900	-1,200
2021	3.4	6.9	-3.4	-400	-600
2026	10.1	7.7	2.4	300	400
2031	19.0	8.6	10.5	1,100	1,400
2036	30.7	9.5	21.2	1,900	2,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26k) from surplus expenditure (sourced from Table 26i)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	438.4	438.4	0.0	0.0
2021	466.7	494.4	0.0	27.7
2026	521.8	603.1	0.0	81.2
2031	581.8	735.1	0.0	153.3
2036	648.7	895.9	0.0	247.2
Study Area Market Share (%)		**10.6%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	27.7	3,500	4,700
2026	81.2	9,100	12,400
2031	153.3	15,400	21,000
2036	247.2	22,300	30,400

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA), Aviva site, Maylands Avenie, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Total			**13,869**		**89.7**

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	89.7	-89.7	-12,000	-16,300
2021	27.7	95.5	-67.8	-8,500	-11,600
2026	81.2	106.8	-25.6	-2,900	-3,900
2031	153.3	119.1	34.3	3,400	4,700
2036	247.2	132.7	114.5	10,300	14,100

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5.500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
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Table 26q: Estimated 'capacity' for new comparison goods facilities in Watford

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	1,092.2	1,070.3	21.9	0.0
2021	1,162.6	1,206.9	24.0	68.3
2026	1,300.0	1,472.3	28.1	200.3
2031	1,449.5	1,794.7	32.9	378.2
2036	1,616.1	2,187.2	38.5	609.6
Study Area Market Share (%)		**25.8%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 25.8% from the Study Area

Table 26r: Gross quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	0	0
2021	68.3	8,600	11,700
2026	200.3	22,400	30,600
2031	378.2	38,000	51,900
2036	609.6	54,900	75,000

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26s: Extant comparison goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross florrspace addions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further asumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
Total			**5,763**		**43.2**

Table 26t: Net quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net) Min[1]	Max[2]
2017	0.0	43.2	-43.2	-5,800	-7,900
2021	68.3	46.0	22.3	2,800	3,800
2026	200.3	51.4	148.9	16,700	22,800
2031	378.2	57.4	320.8	32,200	44,000
2036	609.6	64.0	545.7	49,200	67,100

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26s) from surplus expenditure (sourced from Table 26q)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 26u: Estimated 'capacity' for new comparison goods facilities in St Albans

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2017	428.8	417.2	11.6	0.0
2021	456.5	422.5	12.8	-21.3
2026	510.4	515.3	14.9	19.8
2031	569.1	628.2	17.5	76.6
2036	634.5	765.6	20.5	151.5
Study Area Market Share (%)		**9.0%**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by St Albans facilities at 9.0% from the Study Area (currently 10.0%)

Table 26v: Gross quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min[1]	Max[2]
2017	0.0	0	0
2021	-21.3	-2,700	-3,600
2026	19.8	2,200	3,000
2031	76.6	7,700	10,500
2036	151.5	13,700	18,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26w: Extant comparison goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			**5,763**		**33.9**

Table 26x: Net quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min[1]	Max[2]
2017	0.0	33.9	-33.9	-4,500	-6,200
2021	-21.3	36.1	-57.4	-7,200	-9,800
2026	19.8	40.4	-20.5	-2,300	-3,100
2031	76.6	45.0	31.6	3,200	4,300
2036	151.5	50.2	101.4	9,100	12,500

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26w) from surplus expenditure (sourced from Table 26u)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Appendix F | Centre Boundaries

Appendix F – Centre Boundaries

The NPPF (2012) provides definitions of 'Primary Shopping Area' and 'Primary' and 'Secondary' Frontages in the glossary at Annex 2. The following definitions should be read in conjunction with Section 9 (H) of this Retail Study. It is noted however that the updated NPPF published in July 2018 has removed the requirement to designate Primary Frontages and Secondary Frontages. Notwithstanding, references to Primary Frontages and Secondary Frontages have not been removed from the conclusions of the Study as this was a point of detailed discussion with the five local authorities. While the revised NPPF may not require the designation of Primary Frontages and Secondary Frontages, they may still represent a valid reference point for future policy making.

Primary Shopping Area – A defined area where retail development is concentrated (generally comprising the Primary and Secondary Frontages which are adjoining and closely related to the Primary Shopping Frontage).

Primary Frontages – Likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods.

Secondary Frontages – Secondary Frontages provide greater opportunities for a diversity of uses.

We have defined each of these three categories for the larger centres within South West Hertfordshire, where there are clear distinctions between each category.

For some smaller centres though, it is not as easy to distinguish between Primary and Secondary Frontages. It can also be less desirable to do so in the context of the evolving role of town centres and the reduced reliance on a core of exclusively Class A1 retail uses to draw visitors to town centres. This is reflected in the general trends, described in Section 2 of this report, which shows that the ratio of A uses is changing with an inclination towards leisure services such as bars, cafes and restaurants, as well as other entertainment establishments.

In a number of smaller centres, we have therefore recommended that no Primary or Secondary Frontages be defined so that there is a greater level of flexibility of units within the Primary Shopping Area, thus strengthening the vitality and viability of the town centre. For example, Primary and Secondary Frontage designations are often restrictive to a certain proportion of Class A1 use, which could limit potential non-A1 occupiers that would otherwise positively impact on the draw of the town centre.

In order to ensure the centre's ability to adapt to future changes, it is advised that the current retail policies are replaced with more flexible wording. For example, each assessed centre could benefit from a policy that aims to retain a certain threshold A1 uses in the Primary Shopping Area, yet allows, as an exception, other town centre uses (as defined by the NPPF) where these would not have a significant adverse impact on the role and function of the centre in question assessed against a set list of criteria. In our experience, this is a policy approach that is increasingly being adopted by Local Planning Authorities for their respective town centres.

Our recommendations, and justifications, are described in the table which follows and are shown on the plans which accompany this appendix.

The mapping base used by Nexus differs to those of each local authority. For the avoidance of doubt when comparing existing and proposed boundaries, please refer to the schedule below where all proposed changes are listed.

Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
Dacorum Borough Council		
Hemel Hempstead	A separate Town Centre Boundary is proposed for Hemel Hempstead and Hemel Hempstead Old Town.	It is considered that Hemel Hempstead and Hemel Hempstead Old Town have separate functions and the best policy approach is to classify them as two separate centres. Hemel Hempstead Old Town has a different role to Hemel Hempstead, offering speciality shopping such as antique and gift shops, whilst also providing a strong food and drink offer. As outlined in Figure 9.7 (Suggested Retail Hierarchy for Larger Centres in South- West Hertfordshire) of this Retail and Leisure Study, Hemel Old Town is proposed as a district centre.
	It is proposed that Hemel Hempstead will have its own Town Centre Boundary.	Hemel Hempstead's Town Centre Boundary will extend up to the Forum and the Police Station on the west side of Marlowes and up to and including Carey Baptist Church on the east side of the Marlowes. This area is predominantly occupied by town centre uses. Past this point, the string of shops to the east of the Marlowes function separately to the main town centre and act as an extension to Hemel Old Town.
	We propose that both centres should have their own Primary Shopping Areas as identified in Appendix F.	The Primary Shopping Area is the area where the main retail uses are concentrated.

Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
	Proposals include removing the residential development south of Selden Hill and residential development west of Leighton Buzzard Road from the Town Centre Boundary.	These units are separated by the main road and do not function as part of the town centre.
	A Primary Shopping Area has been proposed which extends up to Coombe Street to the west of Marlowes and 89 Marlowes to the east. This includes the defined Primary and Secondary Frontages. Primary and Secondary Shopping Frontages are not proposed within Hemel Hempstead Old Town.	The exclusion of Primary and Secondary Frontages allows for flexibility within the proposed Primary Shopping Area.
	The District Centre Boundary for Hemel Hempstead Old Town is proposed to extend to 1-22A Marlowes and 60 Queensway.	The inclusion of these units allows for the consolidation of Hemel Hempstead Old Town's retail offer. The prime retail offer for Hemel Hempstead Old Town is located along the High Street.
Berkhamsted	No change to the Primary and Secondary Frontage is proposed as shown in the Dacorum Site Allocations DPD (2017).	
	A Primary Shopping Area has been created focusing on the High Street including the Primary and Secondary Frontages.	The Primary Shopping Area is the area where the main retail uses are concentrated.

Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
Tring	The Town Centre Boundary has not changed from the adopted Local Plan. A Primary Shopping Area has been created to include the main High Street, Frogmore Street and Dolphin Square.	 The Primary Shopping Area is the area where the main retail uses are concentrated.
Hertsmere Borough Council		
Borehamwood	No change to the existing Town Centre Boundary, but the addition of a Primary Shopping Area. The Primary Shopping Area includes Shenley Road, Borehamwood Shopping Park and Reel Cinema/Gala Bingo, but does not include the Tesco Extra, the railway station or buildings on the eastern side of Theobald Street, which are all on the edge of the Town Centre Boundary. While Shenley Road and Borehamwood Retail Park function quite differently, both are important aspects of the Town Centre. The central part of Shenley Road and the Shopping Park are both proposed as Primary Shopping Frontage. Primary and Secondary Frontages have been proposed for units within the Primary Shopping Area	The Primary Shopping Area is the area where the main retail uses are concentrated. Tesco Extra has been excluded from the Primary Shopping Area as the majority of trips are carried out by car and may not lead to linked trips into the Town Centre due to the Tesco being disconnected from Shenley Road. Both Shenley Road and the Borehamwood Retail Park include a high proportion of A1 use class units that contribute significantly to the footfall of the town centre. Due to its central location and car park provision, shoppers who park at the Retail Park are more likely to carry out linked trips within the town centre, particularly compared with Tesco Extra. Primary and Secondary Frontages have been included within the Primary Shopping Area. Primary Frontages have been proposed for the core areas of footfall generation,

Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
	with frontage to Shenley Road and within the Borehamwood Retail Park.	while Secondary Frontages have been proposed along Shenley Road towards the east and west edges of the Primary Shopping Area. Community facilities including the Borehamwood Library and All Saints Church on Shenley Road have been included within the Primary Shopping Frontage as they represent important footfall generators and are considered to be main town centre uses.
Potters Bar Darkes Lane	Minor amendments to the adopted Local District Centre Boundary, and addition of a Primary Shopping Area. We propose the removal of non-retail buildings to the west of Darkes Lane from the Town Centre Boundary, and the introduction of a Primary Shopping Area which incorporates the two main groupings of shops north and south of the railway line. Primary and Secondary Frontages are not proposed	The addition of a Primary Shopping Area, where the main retail uses are concentrated, allows for flexibility within the town centre. The removal of non-retail buildings is proposed to consolidate the town centre and provide a focus on main town centre uses. The majority of these building are residential and do not contribute to the town centre. The Manor Road Car Park has also been excluded for this reason. To allow flexibility within the proposed Primary Shopping Area. Hertsmere Borough Council will be considering the appropriateness of designating Primary and/ or Secondary Frontages for Potters Bar Darkes Lane in the new Local Plan as its preparation progresses.

Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
Potters Bar High Street	No change to the existing District Centre Boundary, but the addition of a Primary Shopping Area is proposed. The proposed Primary Shopping Area will include all units with frontage to High Street, but excludes the Tesco Superstore.	Primary and Secondary Frontages are not proposed to allow flexibility within the proposed Primary Shopping Area where the main retail uses are concentrated. The units fronting Potters Bar High Street generate a high level of footfall and include the main retail uses within the Town Centre. The Tesco Superstore has been excluded from the Primary Frontage as the majority of trips are carried out by car and may not lead to linked trips into the town centre. Hertsmere Borough Council will be considering the appropriateness of designating Primary and/ or Secondary Frontages for Potters Bar High Street in the new Local Plan as its preparation progresses.
Radlett	No change to the existing District Centre Boundary, but the addition of a Primary Shopping Area is proposed. Introduction of a Primary Shopping Area that incorporates the retail units within the District Centre Boundary facing onto Watling Street. Primary and Secondary Frontages are not proposed.	The addition of a Primary Shopping Area, where the main retail uses are concentrated, allows for flexibility within the town centre. Hertsmere Borough Council will be considering the appropriateness of designating Primary and/ or Secondary Frontages for Radlett in the new Local Plan as its preparation progresses.

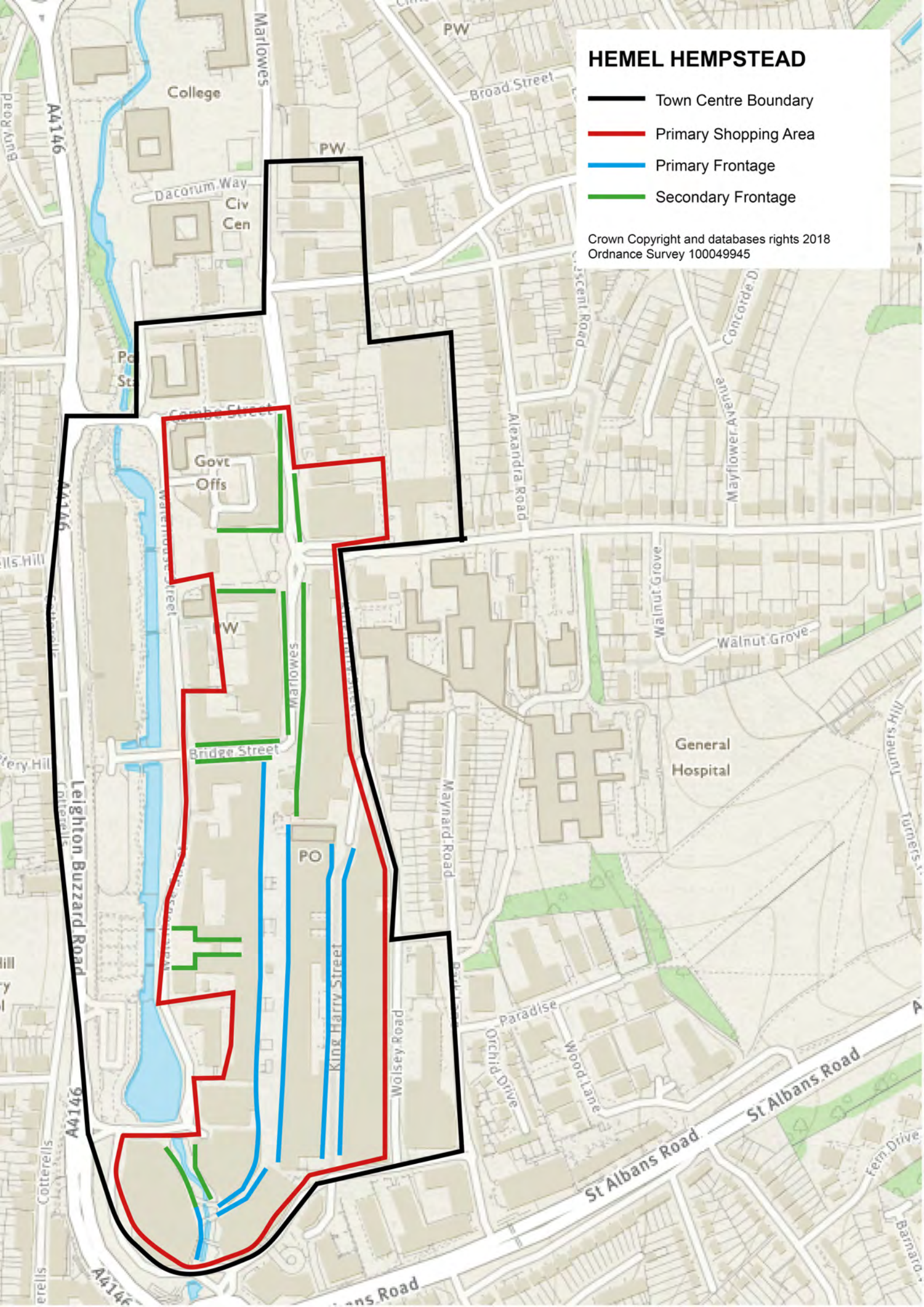
Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
Bushey	No change to the existing District Centre Boundary, but the addition of a Primary Shopping Area. Primary and Secondary Frontages are not proposed	A Primary Shopping Area has been added, and incorporates all retail units with frontage to High Street. To allow flexibility within the proposed Primary Shopping Area. Hertsmere Borough Council will be considering the appropriateness of designating Primary and/ or Secondary Frontages for Bushey in the new Local Plan as its preparation progresses.
Bushey Heath	No change to the existing District Centre Boundary, but the addition of a Primary Shopping Area. Primary and Secondary Frontages are not proposed.	Bushey Heath District Centre is already fairly compact. The Primary Shopping Area has been introduced to cover all retail units with frontage to the High Street within the District Centre Boundary. To allow flexibility within the proposed Primary Shopping Area. Hertsmere Borough Council will be considering the appropriateness of designating Primary and/ or Secondary Frontages for Bushey Heath in the new Local Plan as its preparation progresses.
Three Rivers District Council		
Rickmansworth	Proposals include the creation of a Town Centre Boundary and Primary Shopping Area.	

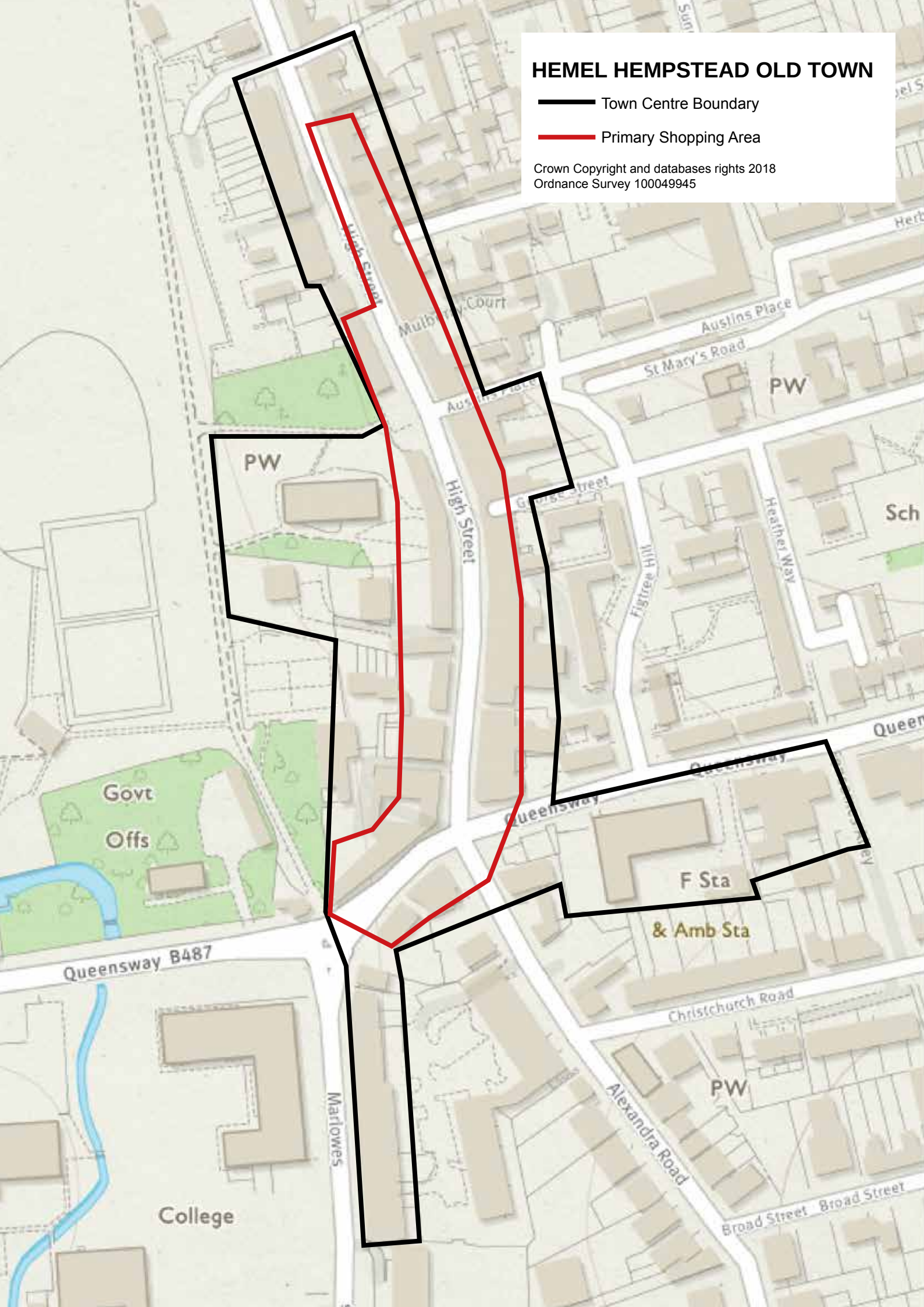
Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
	The proposed Primary Shopping Area incorporates all retail units with frontage onto High Street, and Church Street. Primary Frontages are proposed for all units within the Primary Shopping Area that have frontage to High Street and Church Street. Secondary Frontages are proposed for units within the Primary Shopping Area with frontage to Station Road.	The Primary Shopping Area has been created based on Primary and Secondary Frontages from the adopted Policies Map. The units fronting the High Street and Church Street generate a high level of footfall and include the main retail uses within the Town Centre. The units fronting Station Road include a more diverse retail offer, primarily made up of service units.
South Oxhey	The proposed Town Centre Boundary includes the existing retail square of South Oxhey, and units with frontage to Station Approach. The proposed Primary Shopping Area incorporates all units making up the South Oxhey retail square. Proposals include the creation of a Town Centre Boundary and Primary Shopping Area. Primary and Secondary Frontages not proposed.	The Primary Shopping Area includes Station Approach. Although this area is currently under construction, Three Rivers plan to designate the proposed 19 retail units as either Primary or Secondary Frontages in the new Local Plan. It should be noted that the composition of South Oxhey's Primary Shopping Area may change in the future as the redevelopment of South Oxhey nears to completion. Three Rivers District Council will be considering designating Primary and Secondary Frontages for South Oxhey as the new Local Plan progresses.
Abbots Langley	Proposals include the creation of a Town Centre Boundary and Primary Shopping Area. Primary and Secondary Frontages are not proposed.	Due to the size and compactness of Abbots Langley, the proposed Primary Shopping Area is the same as the proposed District Centre Boundary. Three Rivers District Council will be considering designating Primary and Secondary Frontages for Abbots Langley as the new Local Plan progresses.

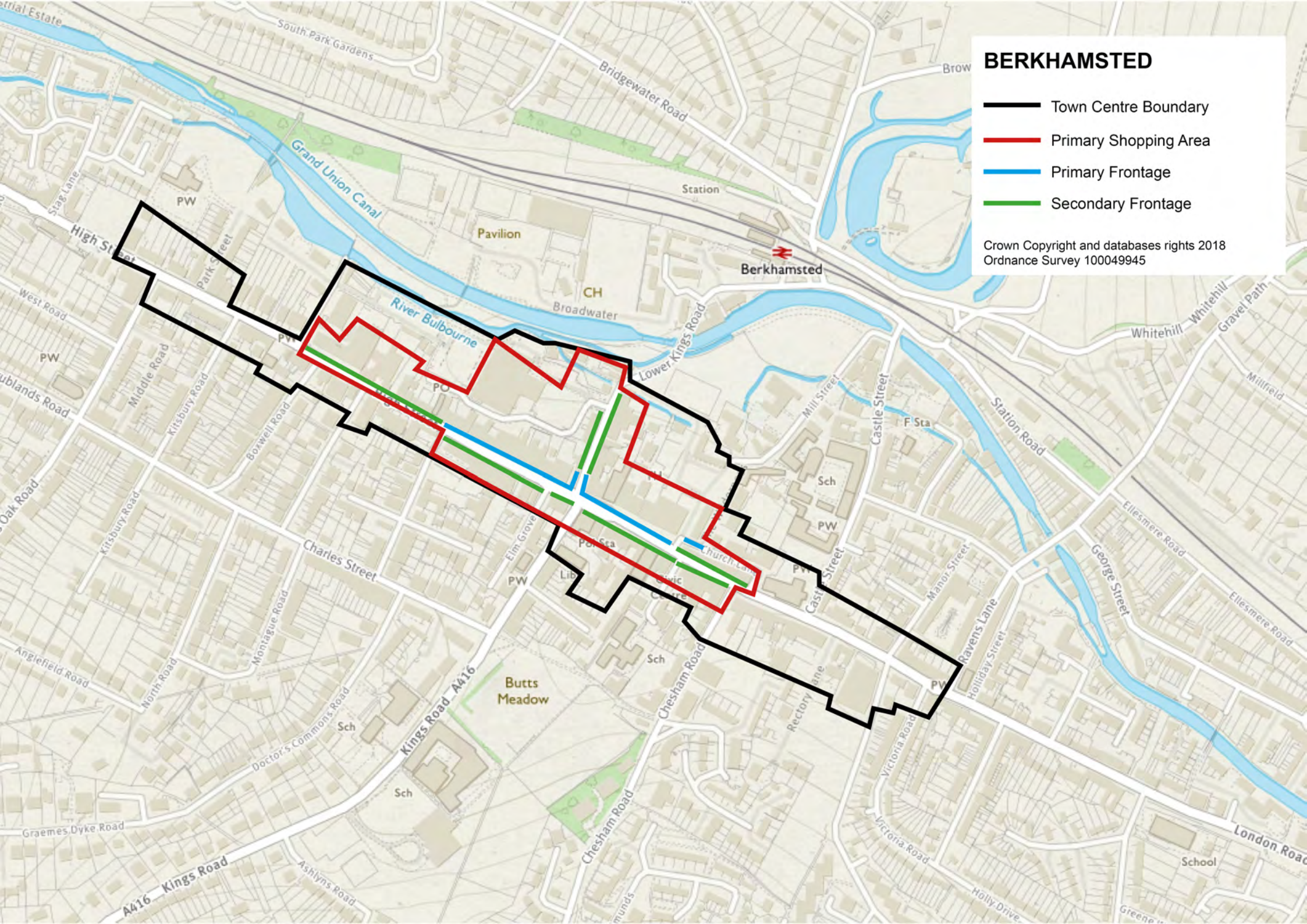
Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
Chorleywood	Proposals include the creation of a Town Centre Boundary and Primary Shopping Area. The proposed Town Centre Boundary incorporates all adopted Primary and Secondary Frontages as identified in the adopted Policies Map. The proposed Primary Shopping Area incorporates all units with frontage to Lower Road and Whitelands Avenue. Primary and Secondary Frontages are not identified.	The proposed Primary Shopping Area reflects the main retail uses within the town centre. Three Rivers District Council will be considering designating Primary and Secondary Frontages for Chorleywood as the new Local Plan progresses.
St Albans City and District Council		
St Albans	Proposals include the creation of a Primary Shopping Area including Primary and Secondary Frontages.	

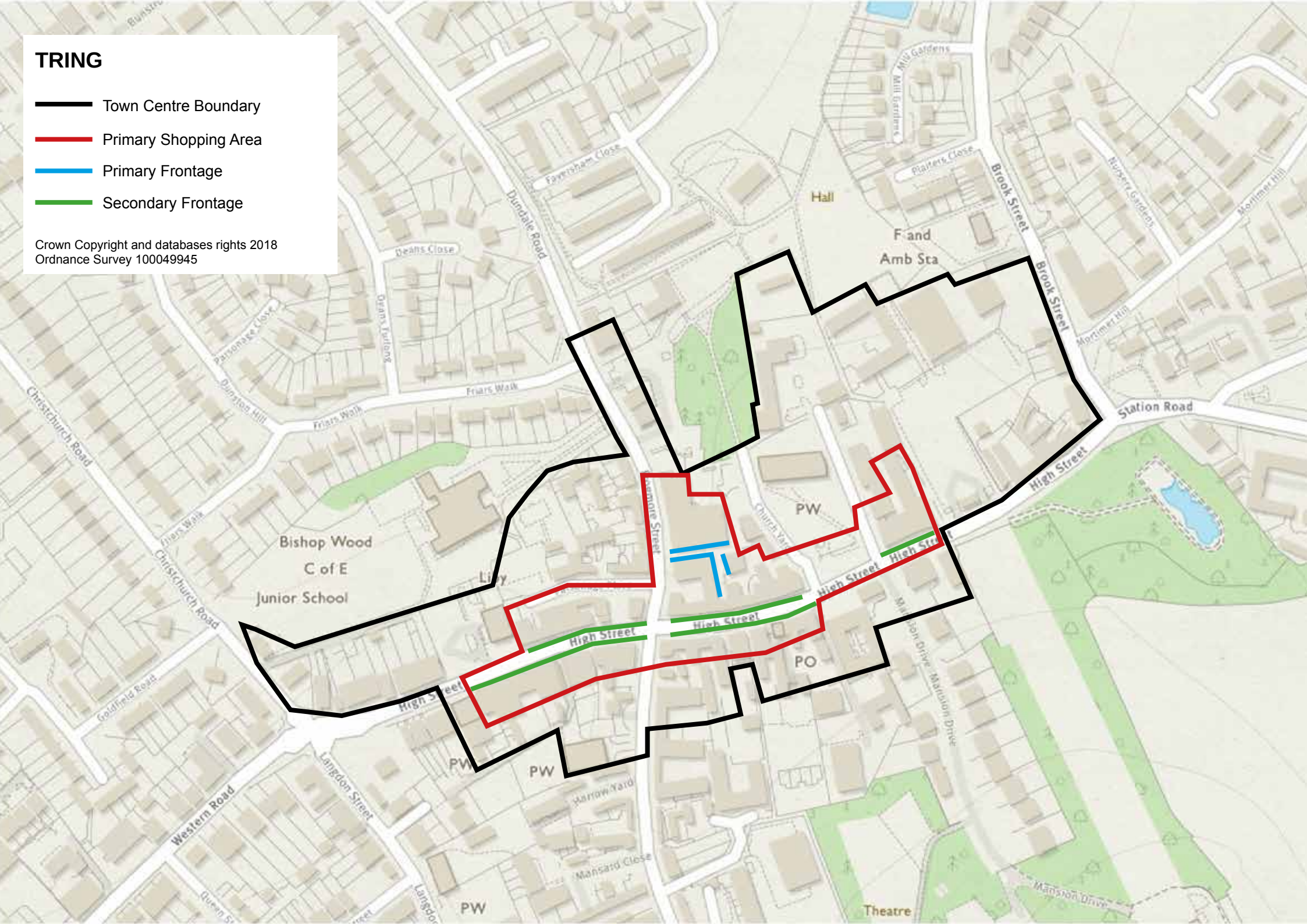
Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
	Primary and Secondary Frontages and the Town Centre Boundary are as identified in the emerging Local Plan.	
Harpenden	Proposals include the creation of a Primary Shopping Area including Primary and Secondary Frontages Primary and Secondary Frontages and the Town Centre Boundary are as identified in the emerging Local Plan.	
Watford Borough Council		
Watford	Proposals include the contraction of the Town Centre Boundary to the north to include the leisure centre and Council offices. We propose to include a Primary Shopping Area encompassing the Intu redevelopment, Market Place and the High Street. The shopping frontage between Clarendon Road and Exchange Road is proposed to change from Primary Frontage to Secondary Frontage.	The facilities to the north of Rickmansworth Road (including the Leisure centre, Colosseum and Watford Library) create a lot of footfall and play an important role in the town centre, encouraging linked trips. The proposed Primary Shopping Area includes all Primary and Secondary Frontages as identified in the adopted Policies Map. Although units to the north of the junction of High Street and Clarendon Road offer a Secondary Frontage role (predominantly made up of food/ drink/ service units), these units still attract a fair amount of footfall and offer an important contribution to the town centre (particularly night time economy) and therefore should form part of the Primary Shopping Area. This area of the High Street appears separate from the High Street, south of Clarendon Road with a high presence of service units. It is therefore considered to be more reflective of Secondary Frontage. This will allow for greater flexibility of uses in the area.

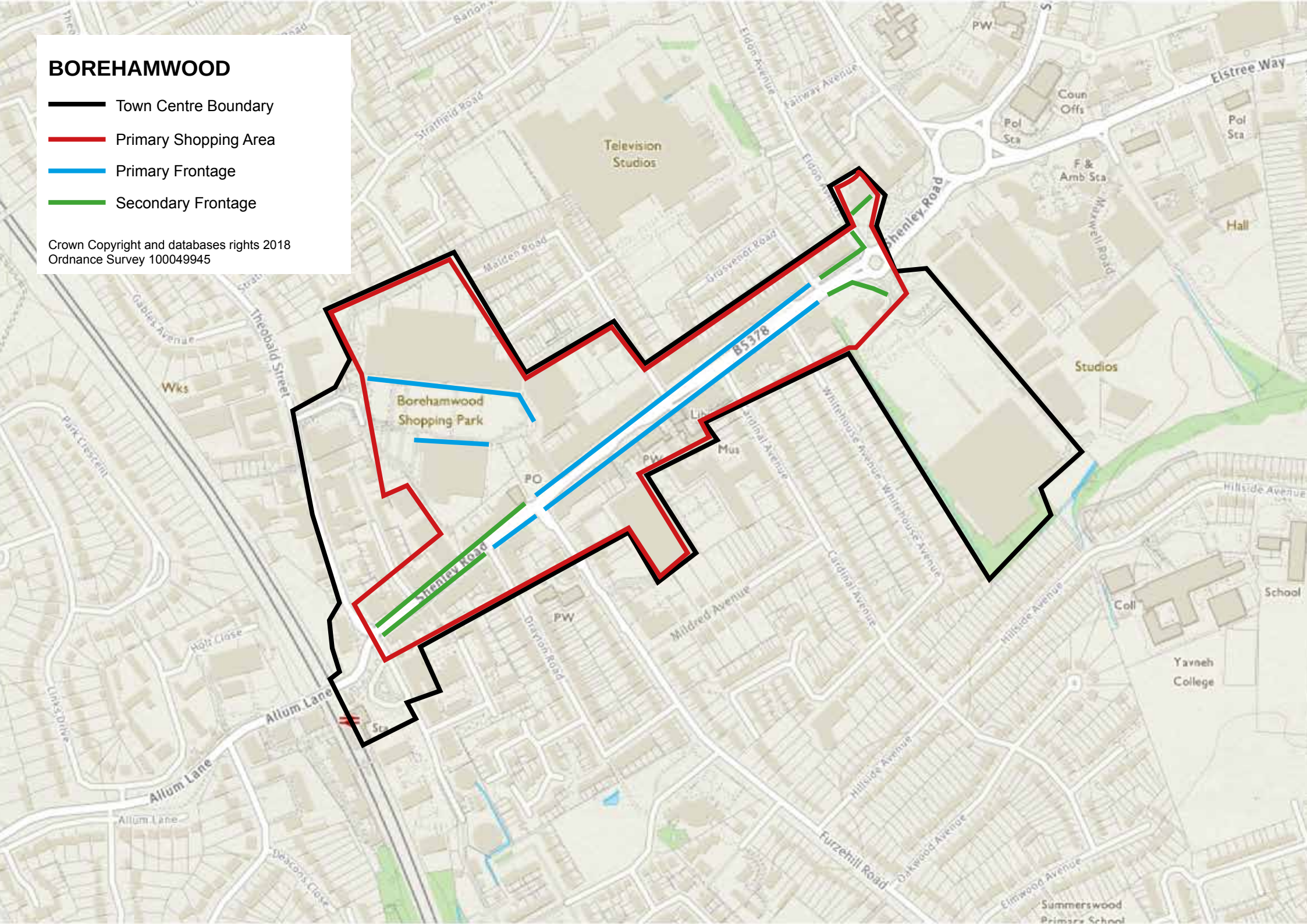
Centre	Changes proposed to Town Centre, Primary Shopping Area and Primary and Secondary Shopping Frontages	Justification
	Queens Road north of Beecham Grove is not included within the Town Centre Boundary nor is the section of Market Street beyond Exchange Road.	The units to the north of Queens Road appear separate from the town centre, in particular due to the separation of the fly over. Similarly, the string of shops to the west of Exchange Road along Market Street, provide an offer more akin with a local parade of shops. These units are not easily accessible from the town centre due to the busy A Road running from north west to south east (Exchange Road).
Watford St Albans Road	A District Centre Boundary has been created as well as a Primary Shopping Area which covers a similar area to the existing Watford North Shopping Centre but includes additional units to the north. Primary and Secondary Frontages are not proposed. The large floorplate units to the south (the Range, TK Max and Office Outlet) are not included. The Local Centres to the north of the centre remain the same.	The proposed Primary Shopping Area incorporates the prime retail pitch along St Albans Road. To allow flexibility within the proposed Primary Shopping Area. These units are allocated as part of the Watford Junction Development Site.

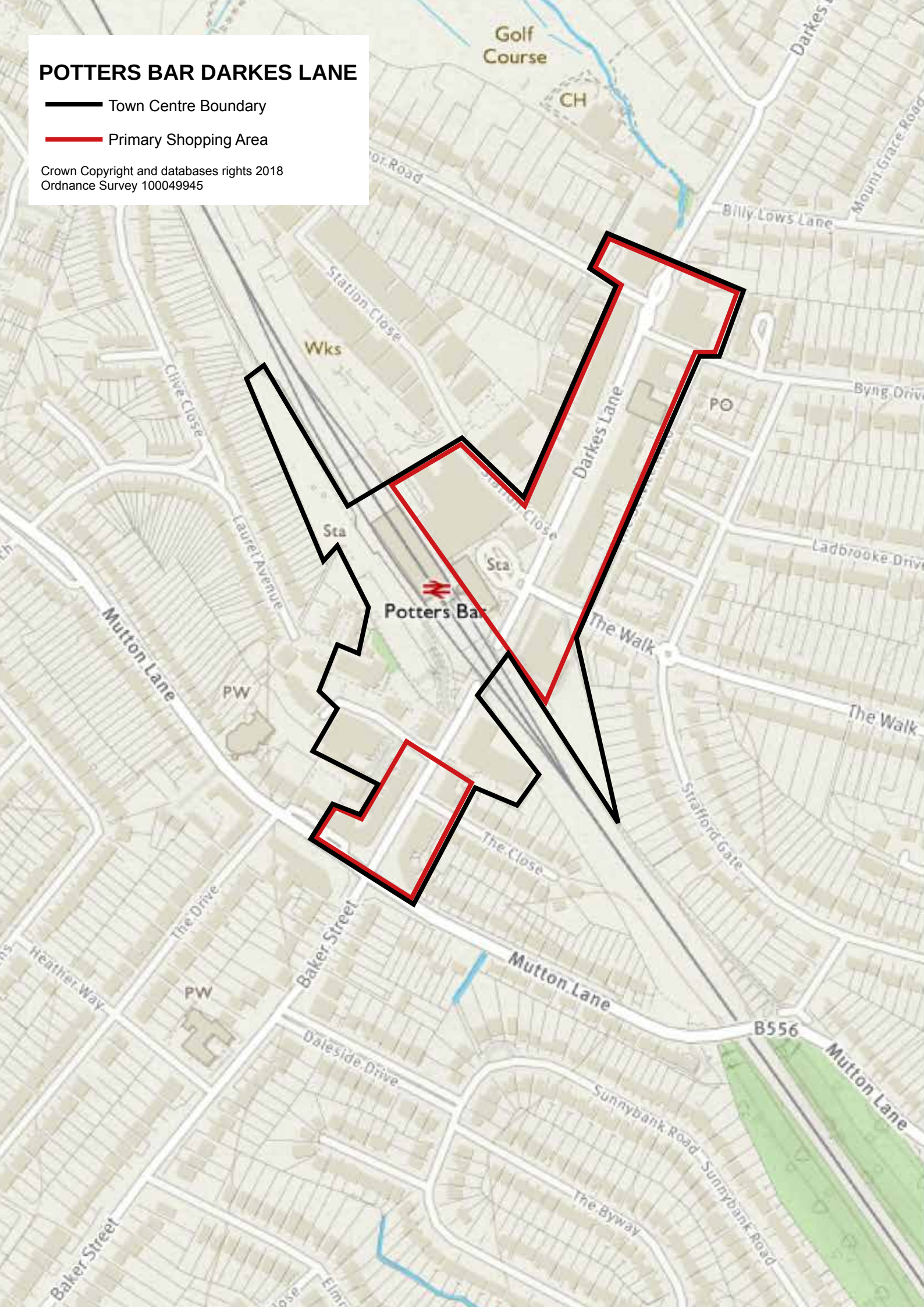

HEMEL HEMPSTEAD
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
College
Marlowes
PW
Broad Street
Dacorum Way
Civ
Cen
A4146
Bury Road
Combe Street
Govt
Offs
Alexandra Road
Mayflower Avenue
Concorde D
Walnut Grove
Bridge Street
Leighton Buzzard Road
PO
King Harry Street
Wolsey Road
Maynard Road
General
Hospital
Turners Hill
Paradise
Orchid Drive
Wood Lane
St Albans Road
Fern Drive
Cotterells

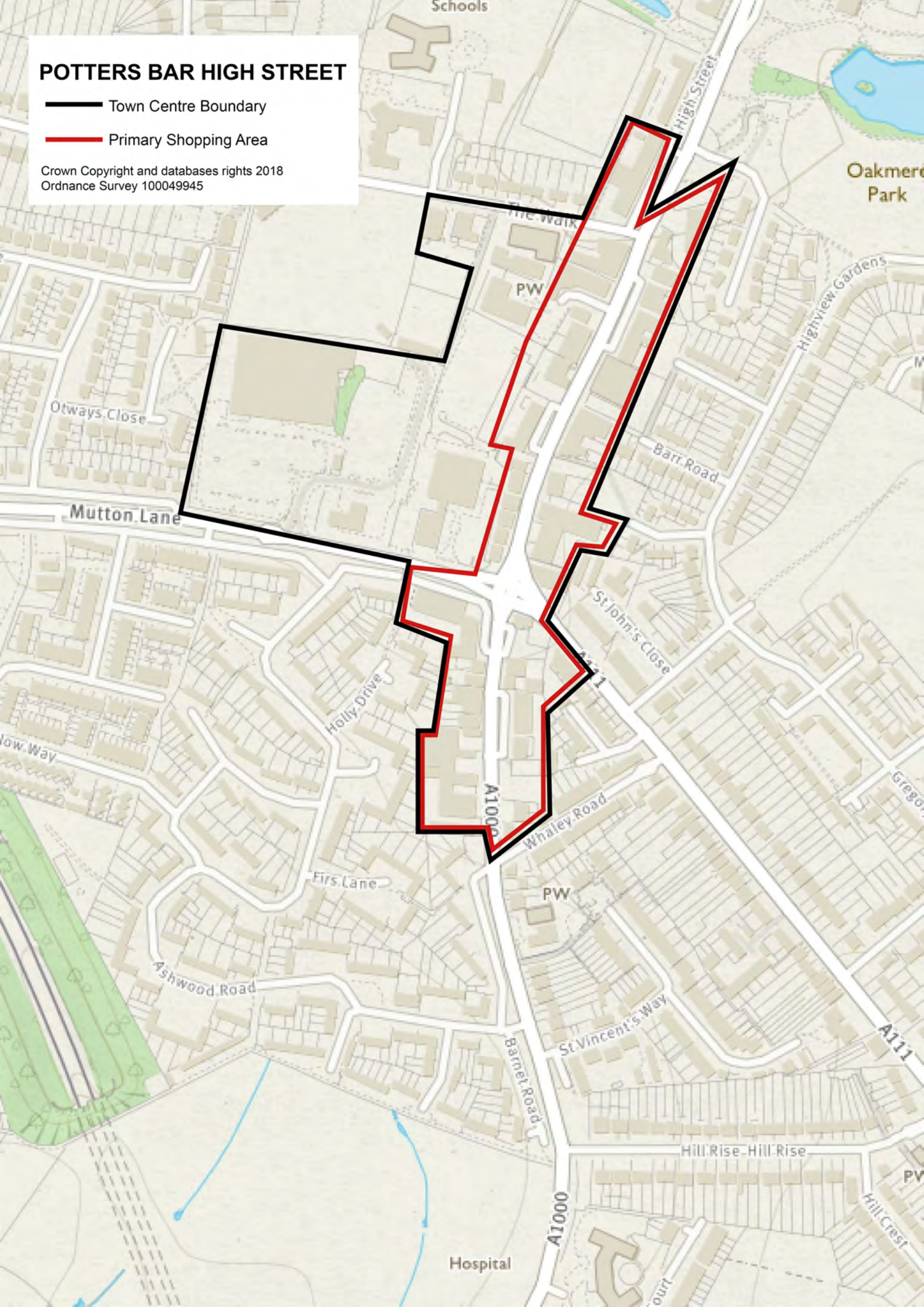

HEMEL HEMPSTEAD OLD TOWN
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
High Street
Austins Place
St Mary's Road
PW
Figtree Hill
Heather Way
Queensway
Govt
Offs
F Sta
& Amb Sta
Queensway B487
Christchurch Road
Alexandra Road
Broad Street
Marlowes
College

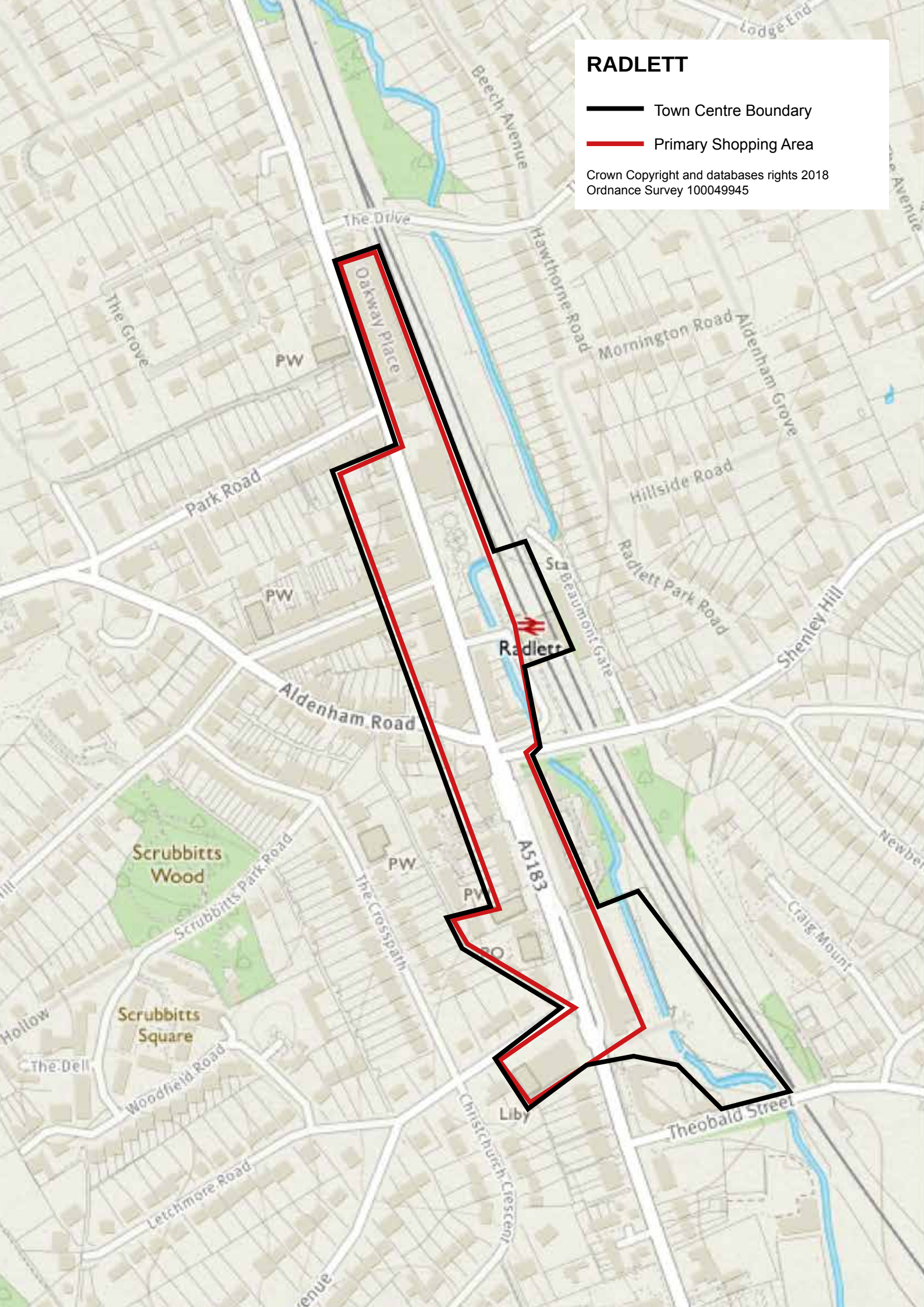

BERKHAMSTED
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Grand Union Canal
River Bulbourne
Pavilion
Berkhamsted
Station
Broadwater
Bridgewater Road
South Park Gardens
Lower Kings Road
High Street
Stag Lane
West Road
Middle Road
Kitsbury Road
Boxwell Road
Charles Street
Elm Grove
Church Lane
Castle Street
Mill Street
Station Road
Whitehill
Gravel Path
Millfield
Ellesmere Road
George Street
Manor Street
Ravens Lane
Holliday Street
Victoria Road
Rectory Lane
Chesham Road
Kings Road
A416
Butts Meadow
Montague Road
North Road
Anglefield Road
Doctor's Commons Road
Graemes Dyke Road
Ashlyns Road
Holly Drive
London Road
School
Sch
PW
PO
F Sta
Pol Sta
Lib
Civic Centre

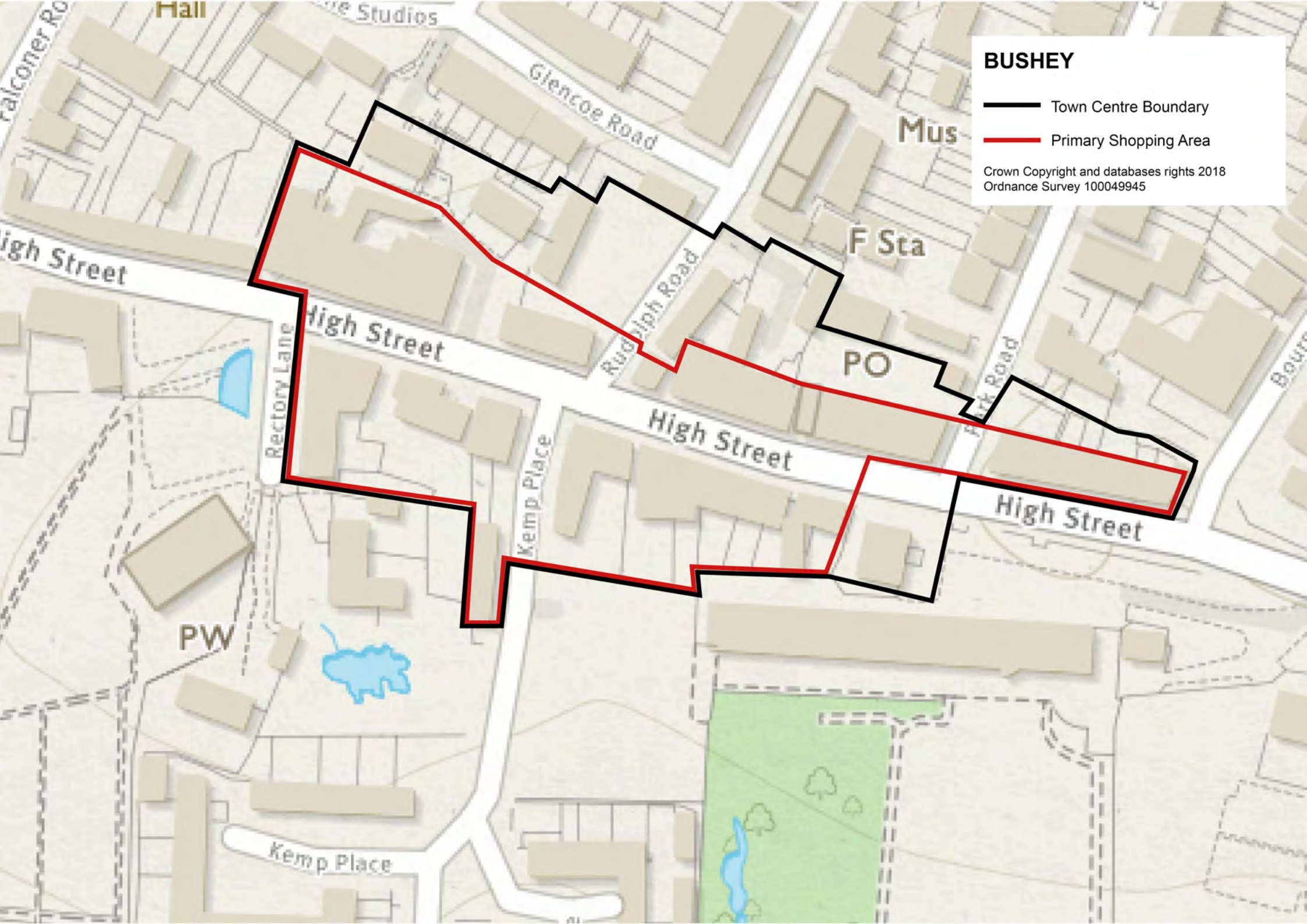

TRING
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Hall
F and
Amb Sta
Bishop Wood
C of E
Junior School
Liby
PW
PO
Theatre
High Street
Station Road
Brook Street
Dundale Road
Christchurch Road
Western Road
Langdon Street
Friars Walk
Deans Close
Deans Furlong
Parsonage Close
Dunston Hill
Faversham Close
Mill Gardens
Plaiters Close
Nursery Gardens
Mortimer Hill
Church Yard
Harrow Yard
Mansard Close
Mansion Drive
Goldfield Road

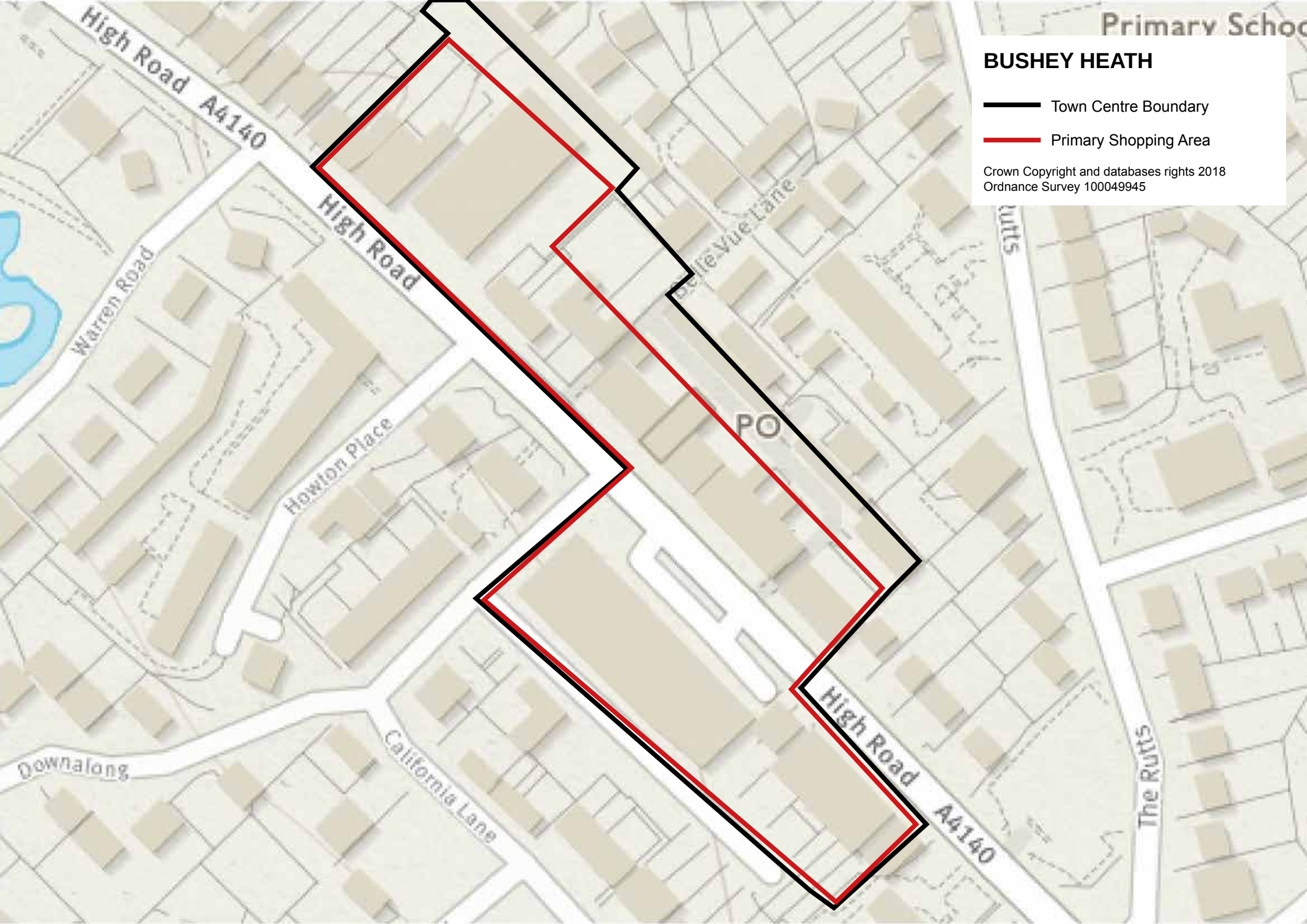

BOREHAMWOOD
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Television Studios
Borehamwood Shopping Park
Studios
Elstree Way
Shenley Road
B5378
Theobald Street
Allum Lane
Furzehill Road
Mildred Avenue
Cardinal Avenue
Whitehouse Avenue
Hillside Avenue
Yavneh College
Summerswood Primary School
Coun Offs
Pol Sta
F & Amb Sta
Hall
Wks
PO
PW
Mus
Coll
School
Stratfield Road
Malden Road
Grosvenor Road
Eldon Avenue
Fairway Avenue
Maxwell Road
Gables Avenue
Park Crescent
Holt Close
Links Drive
Deacons Close
Drayton Road
Oakwood Avenue
Elmwood Avenue


POTTERS BAR DARKES LANE
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Golf Course
CH
Billy Lows Lane
Mount Grace Road
Station Close
Wks
Clive Close
Darkes Lane
PO
Byng Drive
Sta
Laurel Avenue
Potters Bar
Ladbrooke Drive
The Walk
Mutton Lane
PW
Strafford Gate
The Close
The Drive
Baker Street
Heather Way
Oaleside Drive
B556
Sunnybank Road
The Byway


POTTERS BAR HIGH STREET
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Schools
High Street
Oakmere Park
The Walk
PW
Highview Gardens
Otways Close
Barr Road
Mutton Lane
St John's Close
A111
Holly Drive
A1000
Whaley Road
Firs Lane
PW
Ashwood Road
St Vincent's Way
A111
Barnet Road
Hill Rise
Hill Rise
PW
A1000
Hill Crest
Hospital


RADLETT
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Beech Avenue
The Drive
Oakway Place
Hawthorne Road
Mornington Road
Aldenham Grove
The Grove
PW
Park Road
Hillside Road
Radlett Park Road
St Beaumont Gate
Radlett
Shenley Hill
Aldenham Road
Scrubbitts Wood
Scrubbitts Park Road
The Crosspath
A5183
Craig Mount
Scrubbitts Square
The Dell
Woodfield Road
Letchmore Road
Christchurch Crescent
Theobald Street


BUSHEY
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Hall
Studios
Glencoe Road
Mus
F Sta
PO
High Street
High Street
High Street
High Street
Rectory Lane
Kemp Place
Rudolph Road
Park Road
PW
Kemp Place


BUSHEY HEATH
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
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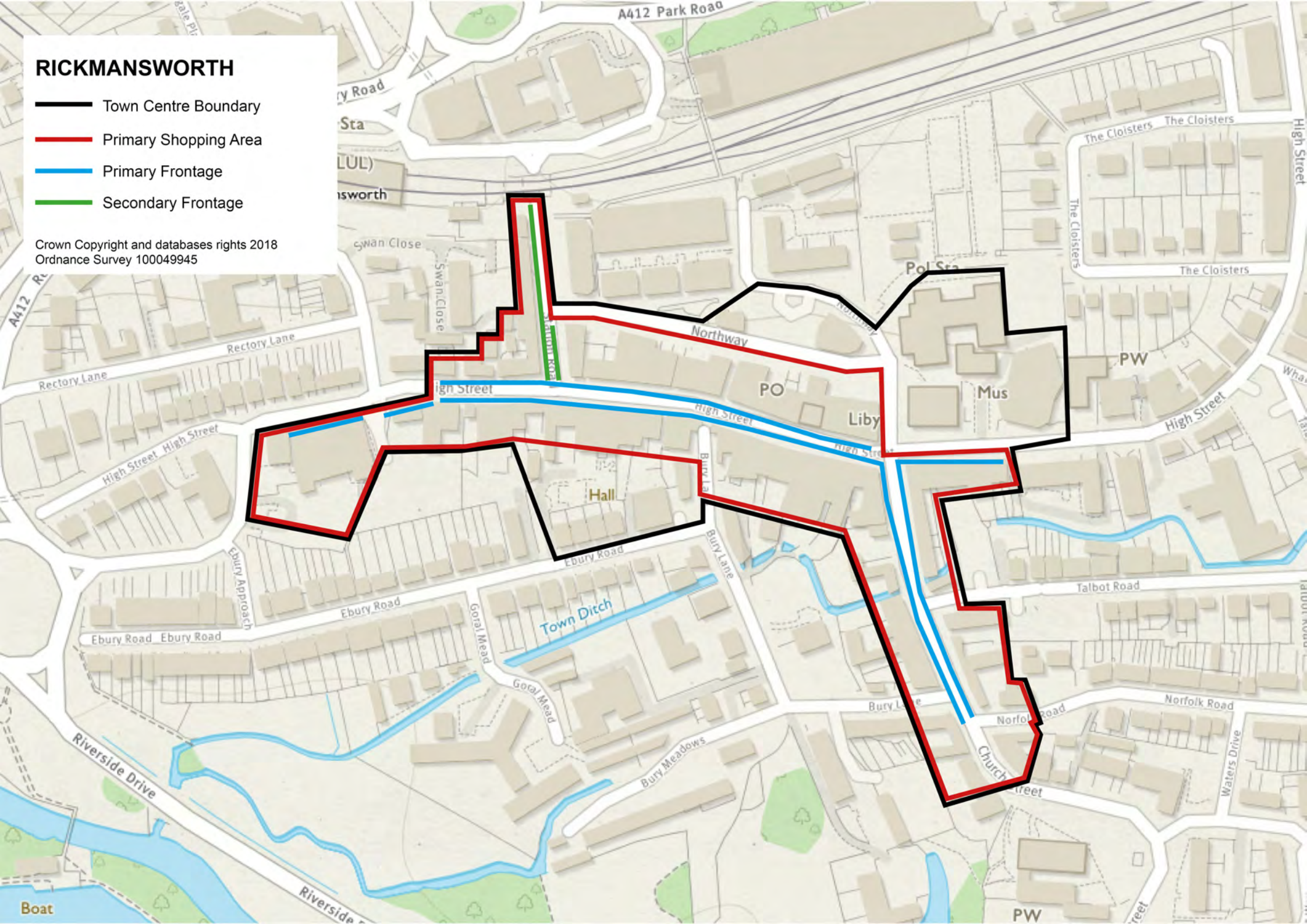
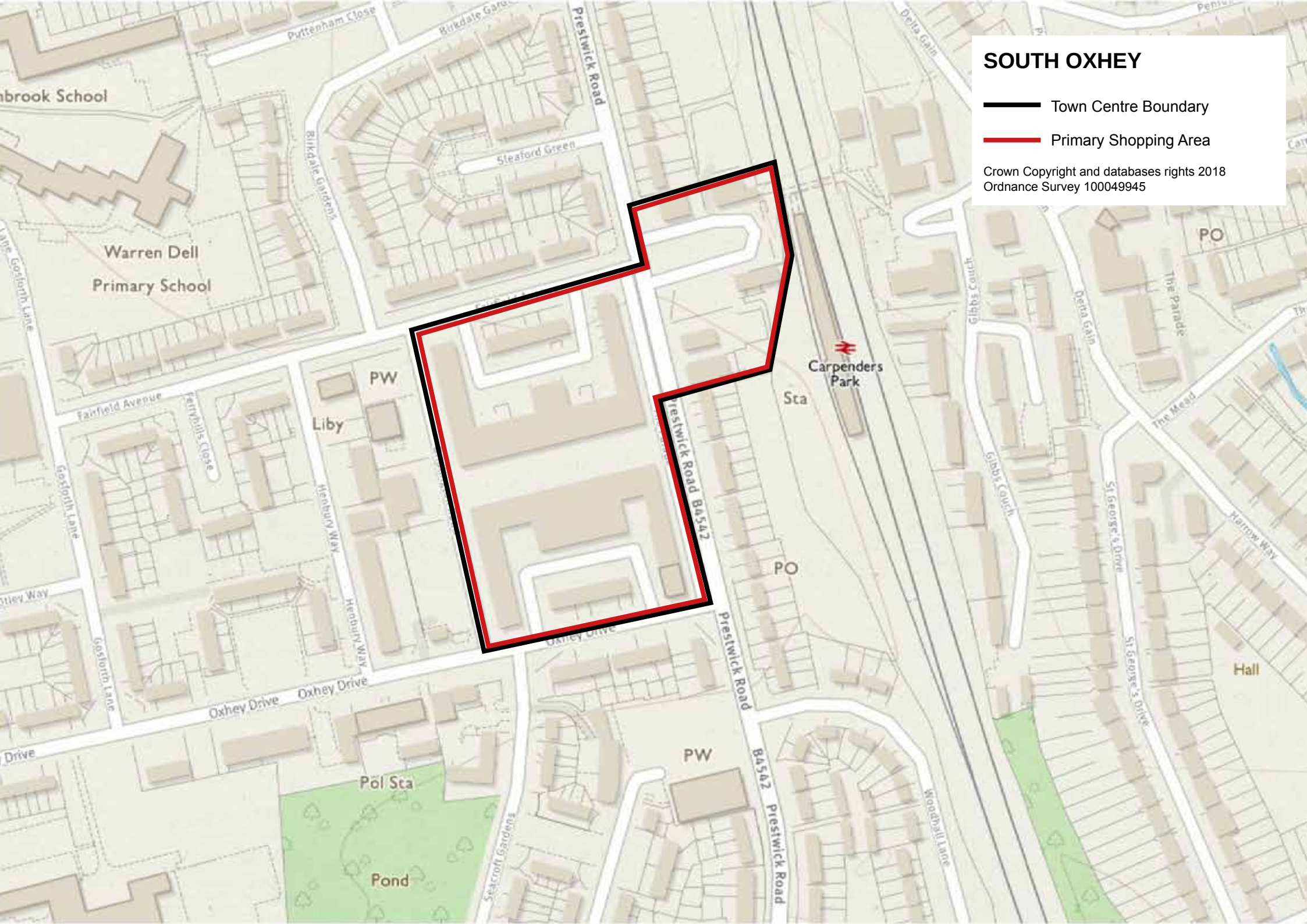
Warren Road
Howlon Place
Belle Vue Lane
PO
The Rutts
High Road A4140
Downalong
California Lane


RICKMANSWORTH
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
A412 Park Road
Swan Close
Rectory Lane
High Street
Northway
PO
Liby
Mus
PW
Pol Sta
The Cloisters
Hall
Ebury Road
Ebury Approach
Town Ditch
Goral Mead
Bury Lane
Bury Meadows
Talbot Road
Norfolk Road
Church Street
Waters Drive
Riverside Drive
Boat


SOUTH OXHEY
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Warren Dell
Primary School
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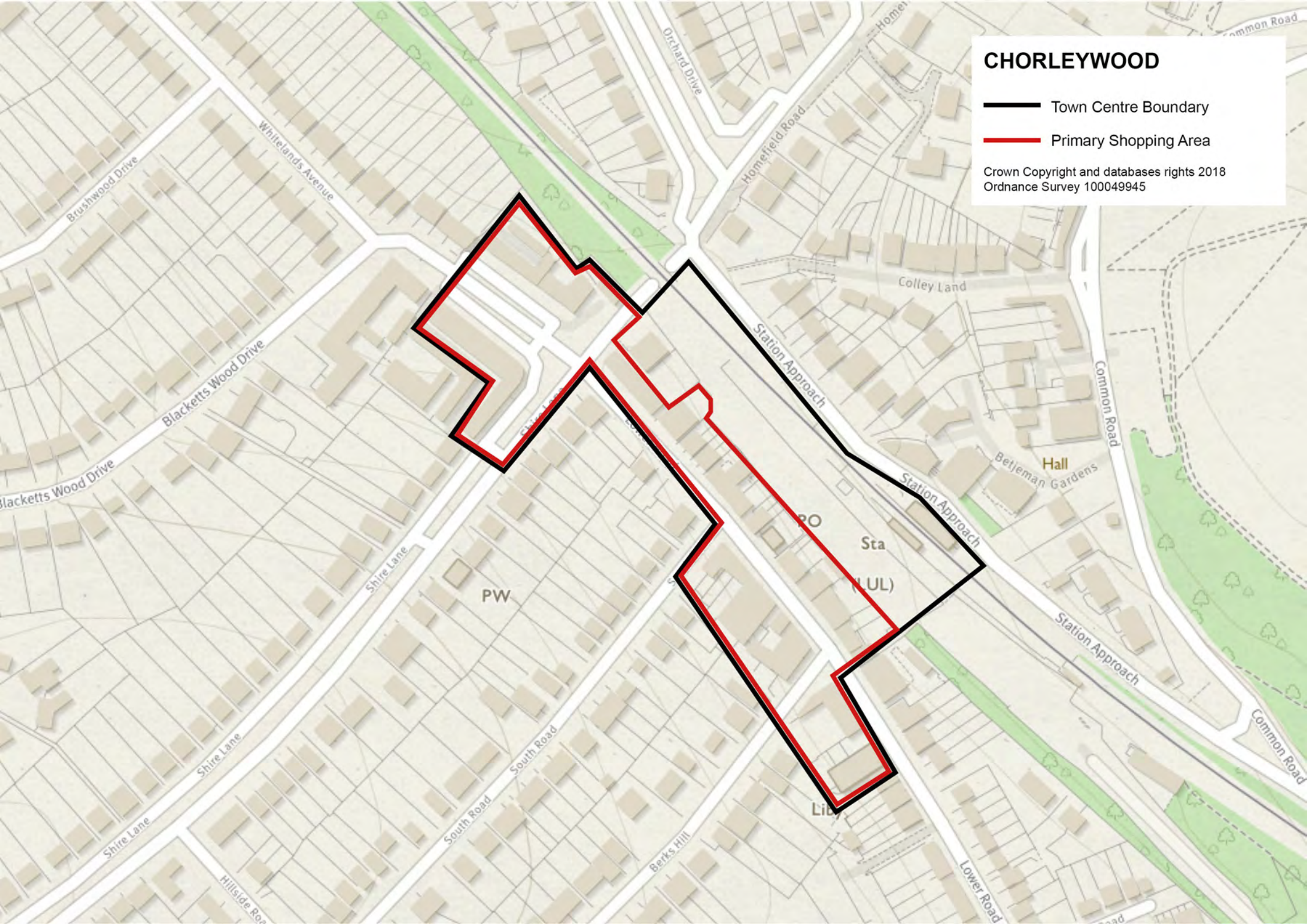
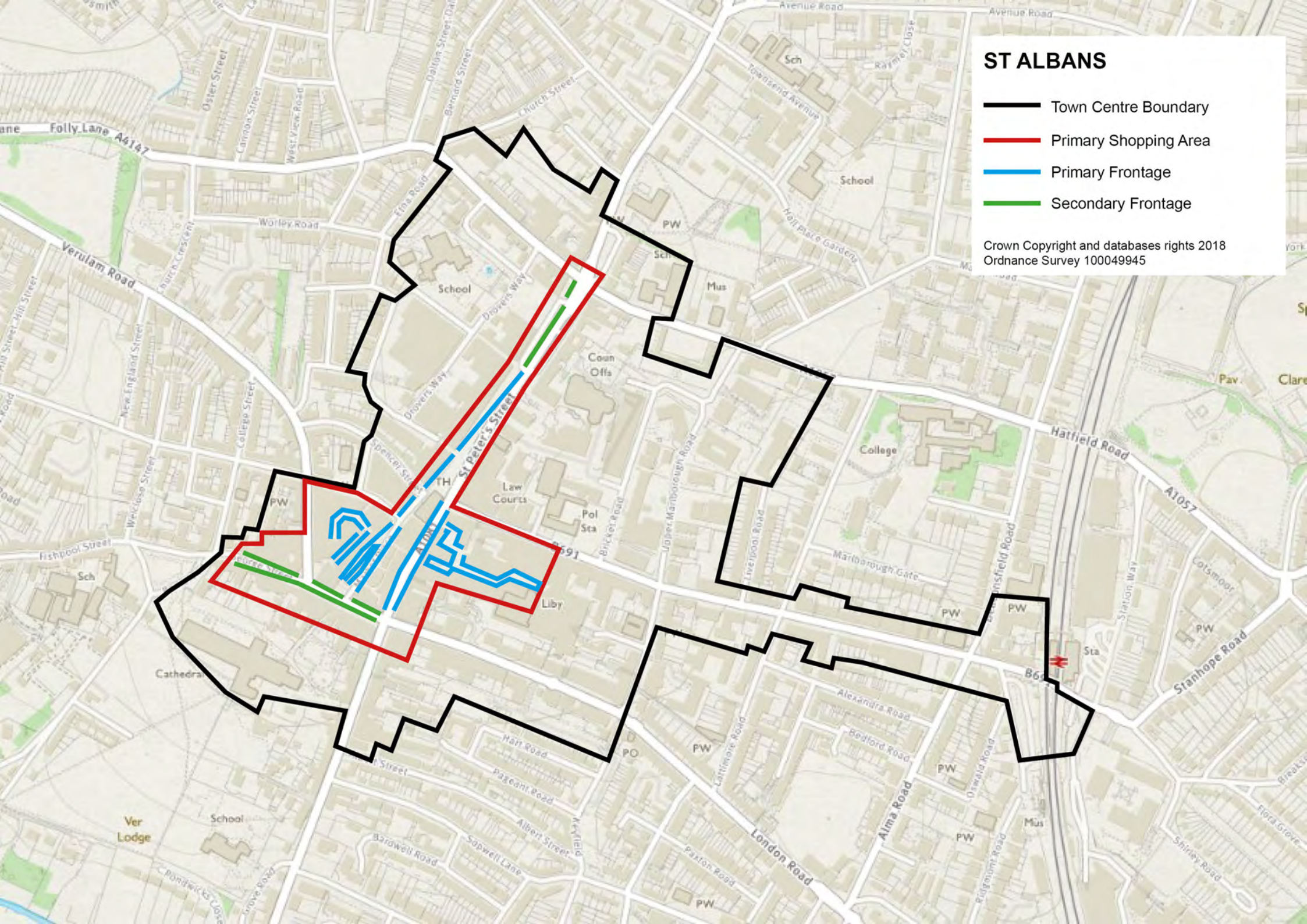
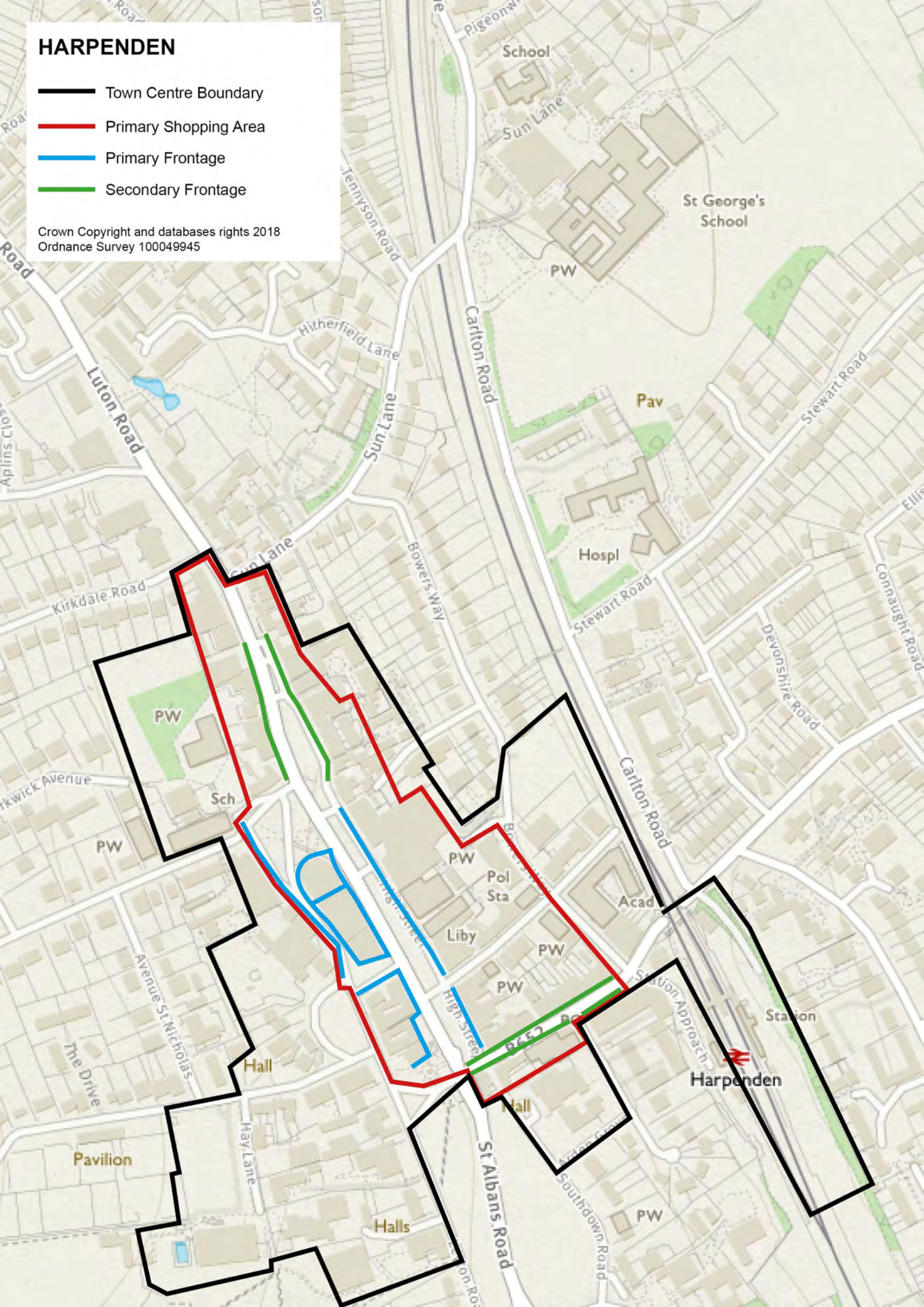
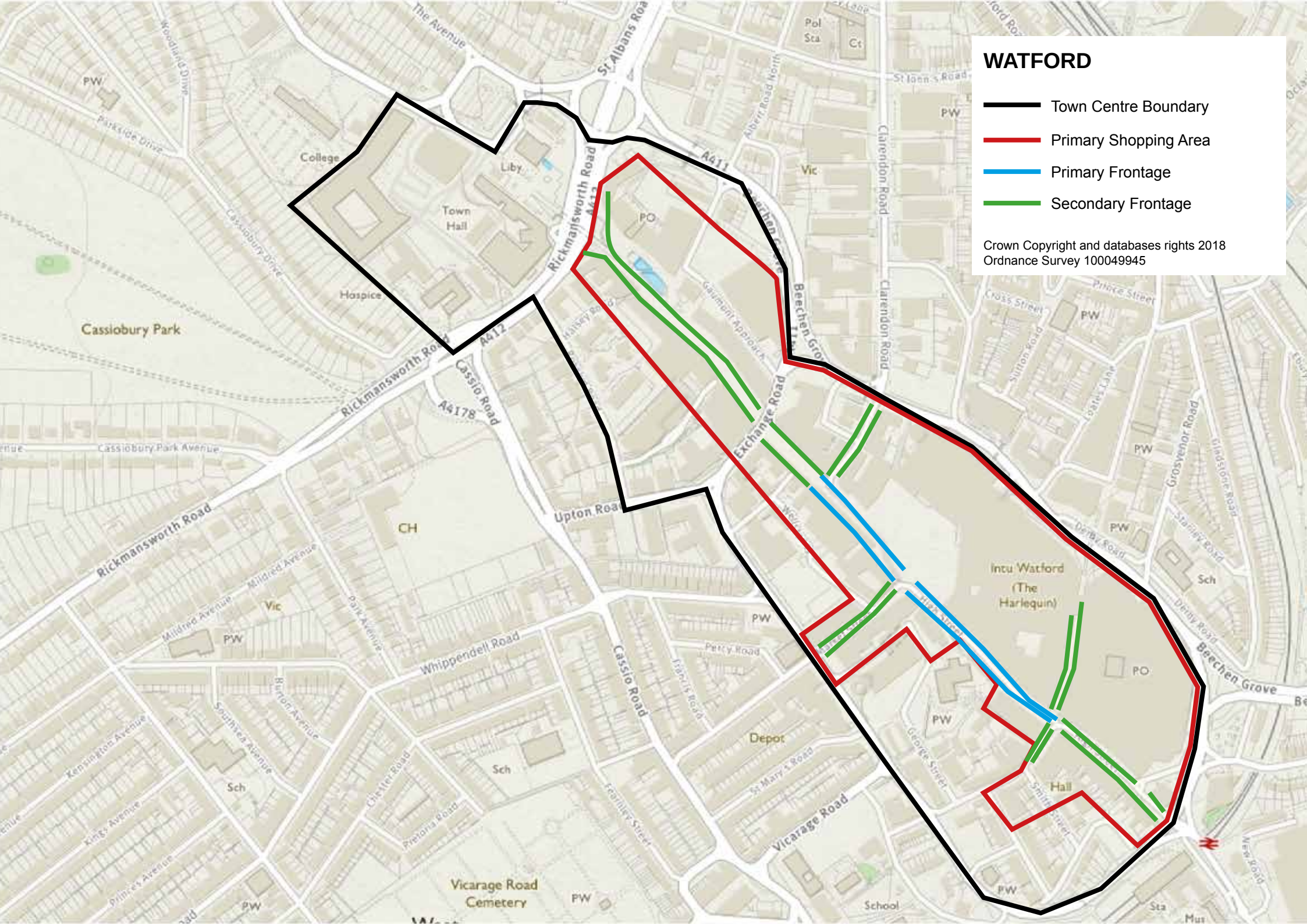
Birkdale Gardens
Steaford Green
Puttenham Close
Fairfield Avenue
Ferryhills Close
Gosforth Lane
Henbury Way
Oxhey Drive
PW
Liby
Sta
Carpenders Park
PO
Prestwick Road B4542
Pol Sta
Pond
Seacroft Gardens
Woodhall Lane
Gibbs Couch
Delta Gain
The Parade
The Mead
St George's Drive
Harrow Way
Hall

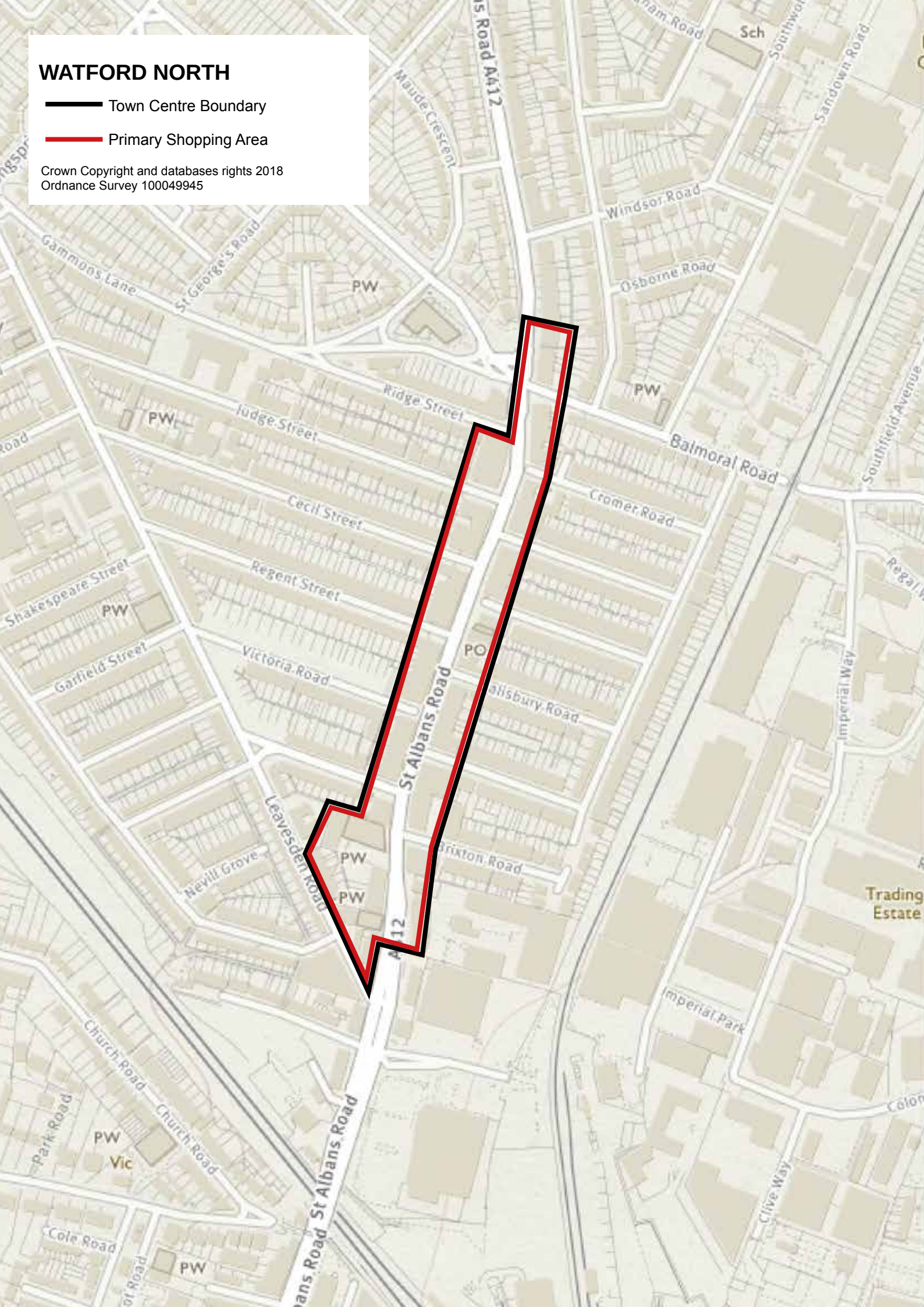

ABBOTS LANGLEY
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Abbots Road
High Street
The Crescent
PO
PW


CHORLEYWOOD
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Brushwood Drive
Whitelands Avenue
Blacketts Wood Drive
Orchard Drive
Homefield Road
Colley Land
Station Approach
Common Road
Hall
Betjeman Gardens
Shire Lane
South Road
Berks Hill
Lower Road
PW
Sta
(LUL)


ST ALBANS
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Folly Lane A4147
Verulam Road
Worley Road
Church Street
Avenue Road
Townsend Avenue
School
Mus
Coun Offs
Law Courts
Pol Sta
Liby
College
Hatfield Road
A1057
Marlborough Gate
Station Way
Stanhope Road
Alexandra Road
Bedford Road
Alma Road
London Road
Hart Road
Pageant Road
Albert Street
Sopwell Lane
Bardwell Road
Paxton Road
Ver Lodge
Cathedral
Fishpool Street
Sch
PW
PO
Sta
TH


HARPENDEN
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
School
Sun Lane
St George's School
PW
Tennyson Road
Hitherfield Lane
Luton Road
Carlton Road
Pav
Stewart Road
Hospl
Bowers Way
Kirkdale Road
Devonshire Road
Connaught Road
Sch
Pol Sta
Liby
Acad
Avenue St Nicholas
The Drive
Hall
Hay Lane
Pavilion
Halls
St Albans Road
Southdown Road
Station Approach
Station
Harpenden


WATFORD
Town Centre Boundary
Primary Shopping Area
Primary Frontage
Secondary Frontage
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
Cassiobury Park
Town Hall
College
Hospice
Liby
Rickmansworth Road
Cassio Road
Upton Road
Whippendell Road
Exchange Road
Beechen Grove
Clarendon Road
Intu Watford (The Harlequin)
Vicarage Road
Vicarage Road Cemetery
Depot
Hall
CH
PO
PW
Vic
Sch
School


WATFORD NORTH
Town Centre Boundary
Primary Shopping Area
Crown Copyright and databases rights 2018
Ordnance Survey 100049945
St Albans Road A412
Maude Crescent
Windsor Road
Osborne Road
Gammons Lane
St George's Road
Ridge Street
Judge Street
Balmoral Road
Cromer Road
Cecil Street
Regent Street
Shakespeare Street
Garfield Street
Victoria Road
Salisbury Road
Brixton Road
Leavesden Road
Neville Grove
Church Road
Park Road
Cole Road
Imperial Way
Imperial Park
Clive Way
Southfield Avenue
Sandown Road
Trading Estate
PW
PO
Vic
Sch

Appendix G | Population Forecast Calculations

APPENDIX G – POPULATION NOTE

Introduction

To assess how housing potential housing growth may affect retail provision and growth in the future and how this could be accommodated in the new local plans for each of the respective South West Herts local authorities several scenarios have been considered as part of this study.

- Scenario 1: Based on the housing need figures identified for each respective local authority in the South West Hertfordshire Strategic Housing Need Assessment (2016). The methodology followed in this assessment is based on the relevant Planning Practice Guidance.

- Scenarios 2, 3, and 4: Calculated using the Government's proposed methodology to calculate housing need for local plans as set out in 'Planning for the right homes in the right places' consultation paper (2017) and the draft revised 'National Planning Policy Framework consultation proposals' paper (2018). Scenario 2 relates to the proposed methodology for local plans that have been adopted in the last five years. Scenarios 3 and 4 relate to the proposed methodology for local plans that are more than five years old.

Scenario 1	Based on the housing need figures identified for each respective local authority in the South West Hertfordshire Strategic Housing Need Assessment (2016). This scenario is intended to reflect the most up to date published objectively assessed housing need in the South West Hertfordshire area.
Scenario 2	These housing numbers are taken from the adopted Local Plan for each respective local authority plus an additional 40% added to this figure[1].
Scenario 3	These housing need projections are for the first ten years of the proposed new local plan periods for each respective local authority starting from 2016. Based on the 2016 ONS housing projections[2], the figures are taken from 2016-2017 to 2025-2026[3] with an additional 40% added. They reflect the proposed growth for plans that are older than five years and can be interpreted as a high growth scenario in the short term.
Scenario 4	The figures are for the period 2016 to 2036[4] and include an additional 40% added onto the projected housing need figures reflecting the proposed methodology for plans that are older than five years and can be interpreted as a high growth scenario. This scenario is intended to support an assessment for the entire plan period for each respective local authority. They are based on the 2016 ONS housing projections and reflect the Government's proposed methodology to calculate housing need. The duration of the new local plan for each respective local authority in this study may vary. Therefore, these projections should be considered indicative, particularly given their long term nature.

[1] The housing need figure for St Albans District and City Council is based upon recent average housing completions rather than figures set out in the local plan as the St Albans City and District local plan is older than adopted local plans for the other respective local authorities in this study.
[2] https://www.gov.uk/government/statistical-data-sets/live-tables-on-household-projections
[3] The housing numbers for year are taken to be from April 1st to March 31st reflecting the existing approach to housing figure calculations. The ONS figures are set out to cover the period Jan 1st to Dec 31st therefore, the total housing need projection figure is inclusive of 2016 and 2026.
[4]Housing need projections figures are inclusive of 2016 and 2036.

Methodology

In order to utilise these figures, we must align a) the likely geographic spread of these dwellings, and b) the likely phasing of the dwellings with our Study Area (shown at Appendix A), before then applying them to the capacity assessments (Appendix E).

In terms of phasing, the Councils have suggested an even split over the period 2016-2036. For example, it is forecast under Scenario 1 that in Watford Borough there will be an average of 577 new dwellings per annum for the Plan period. In practice, this would differ between years, but for the purposes of our forecasting we have applied the figure of 577 dwellings to each year.

In terms of the geographic spread, none of the Councils are yet able to accurately forecast where their housing growth will be attributed i.e. between the Study Zones (see Appendix A). Accordingly, we have assumed that growth is proportioned on a pro-rata split between the existing population in each Zone. For example, using the Watford Borough example of 577 new dwellings per annum for Scenario 1, we know that Zone 1 currently accommodates 55% of the Borough's population, whilst Zone 2 accommodates the remaining 45%. We therefore attribute the new housing growth in proportion i.e. 318 dwellings per annum in Zone 1 and 259 dwellings per annum in Zone 2.

Once the Councils progress their Plans to a stage where there is more detail about the likely phasing and geography of meeting their housing need, this assessment can be undertaken again. For the purposes of the current assessment though, we consider that these assumptions are a robust basis for assessment.

Building on the above, we are then able to apportion the proposed population by Zone and by year. We adopt an average household size of 2.4 (2011 Census for the Inner Study Area) for the purposes of our calculations under each scenario. 'Base population' is taken from Experian MMG3 reports for each Zone.

We set out the resultant population growth forecasts under each Scenario below. The figures set out under these four scenarios are then utilised to form the basis for Table 1 under each Scenario at Appendix E.

Note that the population projections for Zones falling outside the Inner Study Area (i.e. Zones 15, 16, 17, 20 and 22) are projected forwards on the basis of Experian MMG3 estimates.

Scenario 1

	Zone	Location	LPA Dwellings PA	Existing Popn Split	Zone Dwellings PA	Persons Per H'Hold	New Population PA
Watford	1	Zone 1 | Watford South	577	55.0%	318	2.4	762
	2	Zone 2 | Watford North		45.0%	259	2.4	623
Hertsmere	3	Zone 3 | Bushey & Aldenham	599	20.8%	125	2.4	299
	4	Zone 4 | Radlett & Shenley		13.4%	80	2.4	193
	5	Zone 5 | Borehamwood & Elstree		40.4%	242	2.4	581
	6	Zone 6 | Potters Bar		25.4%	152	2.4	365
Three Rivers	7	Zone 7 | Rickmansworth	514	27.0%	139	2.4	333
	8	Zone 8 | Batchworth Heath & South Oxhey		33.2%	170	2.4	409
	9	Zone 9 | Chorleywood & Sarratt		16.1%	83	2.4	199
	10	Zone 10 | Kings Langley & Abbots Langley		23.8%	122	2.4	293
Dacorum	11	Zone 11 | Hemel Hempstead	756	46.1%	349	2.4	837
	12	Zone 12 | Hemel Hempstead Fringe		26.3%	199	2.4	477
	13	Zone 13 | Berkhamsted		17.5%	132	2.4	317
	14	Zone 14 | Tring		10.1%	76	2.4	183
St Albans	18	Zone 18 | St Albans	639	58.0%	370	2.4	889
	19	Zone 19 | London Colney Fringe		21.3%	136	2.4	327
	21	Zone 21 | Harpenden		20.7%	132	2.4	317
Total					**3,085**		**7,404**

Scenario 2

	Zone	Location	LPA Dwellings PA	Existing Popn Split	Zone Dwellings PA	Persons Per H'Hold	New Population PA
Watford	1	Zone 1 | Watford South	364	55.0%	200	2.4	481
	2	Zone 2 | Watford North		45.0%	164	2.4	393
Hertsmere	3	Zone 3 | Bushey & Aldenham	372	20.8%	77	2.4	186
	4	Zone 4 | Radlett & Shenley		13.4%	50	2.4	120
	5	Zone 5 | Borehamwood & Elstree		40.4%	150	2.4	361
	6	Zone 6 | Potters Bar		25.4%	94	2.4	226
Three Rivers	7	Zone 7 | Rickmansworth	252	27.0%	68	2.4	163
	8	Zone 8 | Batchworth Heath & South Oxhey		33.2%	84	2.4	201
	9	Zone 9 | Chorleywood & Sarratt		16.1%	41	2.4	97
	10	Zone 10 | Kings Langley & Abbots Langley		23.8%	60	2.4	144
Dacorum	11	Zone 11 | Hemel Hempstead	602	46.1%	278	2.4	667
	12	Zone 12 | Hemel Hempstead Fringe		26.3%	158	2.4	380
	13	Zone 13 | Berkhamsted		17.5%	105	2.4	252
	14	Zone 14 | Tring		10.1%	61	2.4	146
St Albans	18	Zone 18 | St Albans	504	58.0%	292	2.4	701
	19	Zone 19 | London Colney Fringe		21.3%	108	2.4	258
	21	Zone 21 | Harpenden		20.7%	104	2.4	250
Total					**2,094**		**5,026**

Scenario 3

	Zone	Location	LPA Dwellings PA	Existing Popn Split	Zone Dwellings PA	Persons Per H'Hold	New Population PA
Watford	1	Zone 1 | Watford South	840	55.0%	462	2.4	1,110
	2	Zone 2 | Watford North		45.0%	378	2.4	906
Hertsmere	3	Zone 3 | Bushey & Aldenham	700	20.8%	146	2.4	349
	4	Zone 4 | Radlett & Shenley		13.4%	94	2.4	225
	5	Zone 5 | Borehamwood & Elstree		40.4%	283	2.4	679
	6	Zone 6 | Potters Bar		25.4%	178	2.4	426
Three Rivers	7	Zone 7 | Rickmansworth	560	27.0%	151	2.4	363
	8	Zone 8 | Batchworth Heath & South Oxhey		33.2%	186	2.4	446
	9	Zone 9 | Chorleywood & Sarratt		16.1%	90	2.4	216
	10	Zone 10 | Kings Langley & Abbots Langley		23.8%	133	2.4	319
Dacorum	11	Zone 11 | Hemel Hempstead	980	46.1%	452	2.4	1,085
	12	Zone 12 | Hemel Hempstead Fringe		26.3%	258	2.4	619
	13	Zone 13 | Berkhamsted		17.5%	171	2.4	411
	14	Zone 14 | Tring		10.1%	99	2.4	237
St Albans	18	Zone 18 | St Albans	980	58.0%	568	2.4	1,363
	19	Zone 19 | London Colney Fringe		21.3%	209	2.4	502
	21	Zone 21 | Harpenden		20.7%	203	2.4	487
Total					**4,060**		**9,744**

Scenario 4

	Zone	Location	LPA Dwellings PA	Existing Popn Split	Zone Dwellings PA	Persons Per H'Hold	New Population PA
Watford	1	Zone 1 | Watford South	770	55.0%	424	2.4	1,017
	2	Zone 2 | Watford North		45.0%	346	2.4	831
Hertsmere	3	Zone 3 | Bushey & Aldenham	700	20.8%	146	2.4	349
	4	Zone 4 | Radlett & Shenley		13.4%	94	2.4	225
	5	Zone 5 | Borehamwood & Elstree		40.4%	283	2.4	679
	6	Zone 6 | Potters Bar		25.4%	178	2.4	426
Three Rivers	7	Zone 7 | Rickmansworth	630	27.0%	170	2.4	408
	8	Zone 8 | Batchworth Heath & South Oxhey		33.2%	209	2.4	501
	9	Zone 9 | Chorleywood & Sarratt		16.1%	101	2.4	243
	10	Zone 10 | Kings Langley & Abbots Langley		23.8%	150	2.4	359
Dacorum	11	Zone 11 | Hemel Hempstead	1,096	46.1%	506	2.4	1,214
	12	Zone 12 | Hemel Hempstead Fringe		26.3%	288	2.4	692
	13	Zone 13 | Berkhamsted		17.5%	191	2.4	459
	14	Zone 14 | Tring		10.1%	111	2.4	265
St Albans	18	Zone 18 | St Albans	875	58.0%	507	2.4	1,217
	19	Zone 19 | London Colney Fringe		21.3%	187	2.4	448
	21	Zone 21 | Harpenden		20.7%	181	2.4	435
Total					**4,071**		**9,770**

Appendix H | Leisure Capacity Tables – Low Growth Scenario

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 1: Population (Scenario 4)

Zone	2017	2021	2026	2031	2036
1	63,649	67,718	72,803	77,889	82,975
2	51,994	55,317	59,472	63,626	67,780
3	20,825	22,223	23,969	25,716	27,462
4	13,439	14,341	15,468	16,595	17,723
5	40,486	43,203	46,598	49,994	53,389
6	25,405	27,110	29,240	31,371	33,502
7	27,350	28,982	31,022	33,063	35,103
8	33,601	35,607	38,113	40,620	43,126
9	16,314	17,288	18,505	19,722	20,939
10	24,080	25,517	27,314	29,110	30,906
11	67,203	72,058	78,126	84,195	90,264
12	38,306	41,073	44,532	47,992	51,451
13	25,440	27,278	29,576	31,873	34,171
14	14,691	15,753	17,079	18,406	19,733
15	201,793	209,921	218,799	226,809	233,987
16	50,286	51,866	53,772	55,511	57,159
17	98,752	104,129	110,301	115,553	120,278
18	95,887	100,757	106,844	112,931	119,018
19	35,284	37,076	39,316	41,556	43,795
20	200,121	209,670	220,104	229,504	238,385
21	34,234	35,972	38,145	40,319	42,492
22	62,274	65,108	68,438	71,558	74,218
Total	**1,241,416**	**1,307,966**	**1,387,538**	**1,463,911**	**1,537,855**

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A

b. 2016 Population derived from Experian MMG3 data (2018 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.

Table 2: Food and Drink Expenditure per Capita (£m) (Scenario 4)

Zone	2017	2021	2026	2031	2036
1	1,291	1,329	1,407	1,493	1,585
2	1,217	1,253	1,326	1,407	1,494
3	1,474	1,517	1,605	1,704	1,809
4	1,665	1,714	1,814	1,925	2,043
5	1,166	1,200	1,270	1,348	1,431
6	1,376	1,417	1,499	1,591	1,689
7	1,515	1,560	1,651	1,752	1,860
8	1,470	1,513	1,601	1,700	1,804
9	1,783	1,835	1,942	2,062	2,189
10	1,403	1,444	1,528	1,622	1,722
11	1,229	1,265	1,339	1,421	1,508
12	1,296	1,334	1,412	1,498	1,590
13	1,590	1,636	1,732	1,838	1,951
14	1,384	1,425	1,508	1,601	1,699
15	1,243	1,279	1,354	1,437	1,525
16	1,273	1,310	1,387	1,472	1,562
17	1,204	1,239	1,312	1,392	1,478
18	1,557	1,603	1,696	1,800	1,911
19	1,470	1,513	1,601	1,699	1,804
20	1,132	1,165	1,233	1,309	1,390
21	1,607	1,654	1,750	1,858	1,972
22	1,381	1,421	1,504	1,596	1,694

Notes:

a. Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 3: Food and Drink Total Expenditure (£m) (Scenario 4)

Zone	2017	2021	2026	2031	2036
1	82.2	90.0	102.4	116.3	131.5
2	63.3	69.3	78.8	89.5	101.2
3	30.7	33.7	38.5	43.8	49.7
4	22.4	24.6	28.1	31.9	36.2
5	47.2	51.8	59.2	67.4	76.4
6	35.0	38.4	43.8	49.9	56.6
7	41.4	45.2	51.2	57.9	65.3
8	49.4	53.9	61.0	69.0	77.8
9	29.1	31.7	35.9	40.7	45.8
10	33.8	36.8	41.7	47.2	53.2
11	82.6	91.2	104.6	119.7	136.2
12	49.6	54.8	62.9	71.9	81.8
13	40.4	44.6	51.2	58.6	66.7
14	20.3	22.4	25.8	29.5	33.5
15	250.7	268.5	296.1	325.9	356.8
16	64.0	68.0	74.6	81.7	89.3
17	118.9	129.1	144.7	160.9	177.8
18	149.3	161.5	181.2	203.3	227.5
19	51.9	56.1	62.9	70.6	79.0
20	226.6	244.4	271.5	300.5	331.3
21	55.0	59.5	66.8	74.9	83.8
22	86.0	92.5	102.9	114.2	125.7
Total	**1,629.9**	**1,768.0**	**1,985.9**	**2,225.4**	**2,483.1**

Notes:

a. Table 1 x Table 2

2016 Prices

Table 4: Food and Drink Market Share (%) (Scenario 4)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*				
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*
Watford	69.6	54.3	12.6	4.0	7.3	1.5	16.5	20.6	11.6	21.6	0.8	2.7	0.0	0.0	0.0	0.0	0.0	*1.3*	*0.0*	*0.0*	*15.5*	*0.0*
Others | Watford	0.0	2.7	0.0	3.2	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
Sub-total | Watford	**69.6**	**57.1**	**12.6**	**7.2**	**7.3**	**1.5**	**16.5**	**21.4**	**11.6**	**22.6**	**0.8**	**3.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***1.3***	***0.0***	***0.0***	***15.5***	***0.0***
Bushey	5.1	1.4	42.7	3.9	1.0	0.0	0.0	3.2	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.9*	*0.0*	*0.0*	*1.0*	*0.0*
Radlett	4.0	0.7	4.0	36.0	13.7	2.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	4.5	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
Borehamwood	0.0	0.0	0.8	5.6	34.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*1.0*	*0.0*
Potters Bar	0.0	0.0	0.0	1.1	0.0	71.6	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	16.3	0.0	*0.0*	*0.0*	*0.0*	*2.1*	*0.0*
Others | Hertsmere	0.0	0.7	0.8	6.9	3.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
Sub-total | Hertsmere	**9.2**	**2.7**	**48.3**	**53.5**	**52.4**	**75.4**	**0.0**	**3.2**	**1.3**	**2.6**	**0.0**	**0.8**	**0.0**	**0.0**	**4.5**	**16.3**	**0.0**	***0.9***	***0.0***	***0.0***	***4.2***	***0.0***
Rickmansworth	4.8	0.7	0.0	0.0	0.0	0.0	47.1	2.4	25.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*1.8*	*0.0*	*0.0*	*0.0*	*0.0*
Others | Three Rivers	4.3	8.3	1.6	0.0	2.0	0.0	19.2	5.4	16.4	18.3	0.8	1.1	0.0	0.0	0.8	0.0	0.0	*0.0*	*0.0*	*0.0*	*1.0*	*0.0*
Sub-total | Tree Rivers	**9.1**	**9.0**	**1.6**	**0.0**	**2.0**	**0.0**	**66.3**	**7.8**	**42.0**	**19.3**	**0.8**	**1.1**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	***1.8***	***0.0***	***0.0***	***1.0***	***0.0***
Hemel Hempstead	0.0	0.0	1.1	0.0	0.0	0.0	0.9	0.0	2.7	13.7	56.7	39.7	9.6	3.9	5.3	0.0	0.9	*0.0*	*3.6*	*0.0*	*0.0*	*0.0*
Berkhamsted	0.0	0.7	0.0	0.8	0.0	0.0	0.0	0.0	1.0	12.3	1.6	10.4	66.4	20.0	0.0	0.0	0.0	*0.0*	*19.4*	*5.4*	*0.0*	*3.0*
Tring	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	4.4	50.2	0.0	0.0	0.0	*0.0*	*10.6*	*2.7*	*0.0*	*0.0*
Others | Dacorum	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	2.3	4.2	13.8	2.7	0.8	0.0	0.8	0.0	0.0	*0.9*	*0.9*	*3.1*	*0.0*	*0.0*
Sub-total | Dacorum	**0.0**	**2.1**	**1.1**	**0.8**	**0.0**	**0.0**	**0.9**	**0.0**	**6.0**	**30.1**	**73.1**	**52.8**	**81.2**	**74.0**	**6.1**	**0.0**	**0.9**	***0.9***	***34.5***	***11.1***	***0.0***	***3.0***
St Albans	0.0	3.4	0.8	15.7	4.8	6.8	0.7	1.1	1.0	7.1	8.3	1.6	0.8	0.0	62.0	20.8	11.0	*0.0*	*0.9*	*0.0*	*0.0*	*5.6*
Harpenden	0.0	0.0	0.0	0.8	0.0	1.1	0.0	0.0	0.0	1.0	0.0	1.6	0.0	0.0	6.2	0.0	68.6	*0.0*	*0.0*	*1.3*	*0.0*	*4.8*
Others | St Albans	0.8	0.7	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	1.9	0.8	0.0	0.0	5.9	9.0	4.1	*0.0*	*0.0*	*0.0*	*0.0*	*2.8*
Sub-total | St Albans	**0.8**	**4.1**	**0.8**	**16.5**	**4.8**	**7.9**	**1.4**	**1.1**	**1.0**	**8.1**	**10.2**	**4.1**	**0.8**	**0.0**	**74.0**	**29.8**	**83.7**	***0.0***	***0.9***	***1.3***	***0.0***	***13.1***
Sub-total | Authority Areas	**88.7**	**75.0**	**64.4**	**78.0**	**66.5**	**84.8**	**85.0**	**33.4**	**61.9**	**82.7**	**84.9**	**62.2**	**81.9**	**74.0**	**85.4**	**46.1**	**84.6**	***4.9***	***35.4***	***12.5***	***20.7***	***16.1***
Central London	4.3	11.1	19.2	7.4	10.3	2.3	8.3	13.6	11.0	4.2	12.0	13.3	3.6	9.6	9.8	8.1	5.6	*4.7*	*4.8*	*5.3*	*6.6*	*3.8*
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.6*	*0.0*	*0.0*	*0.0*	*0.0*
Harrow	3.2	2.7	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*12.8*	*0.0*	*0.0*	*3.6*	*0.0*
Hatch End	0.0	7.6	1.6	0.0	2.0	0.0	0.0	8.5	4.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*13.8*	*0.0*	*0.0*	*8.7*	*0.0*
Pinner	0.0	0.0	0.8	0.0	0.0	0.0	0.7	1.6	4.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*12.1*	*0.0*	*0.0*	*1.5*	*0.0*
Ruislip	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*15.0*	*0.0*	*0.0*	*0.0*	*0.0*
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	*0.0*	*0.0*	*22.3*	*0.0*	*1.5*
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	*0.0*	*0.0*	*30.4*	*0.0*	*0.0*
Northwood	0.8	0.7	0.0	0.0	0.0	0.0	2.6	24.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.1*	*0.0*	*0.0*	*0.0*	*0.0*
Barnet	0.0	0.0	0.0	1.3	5.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*14.9*	*0.0*
Stanmore	0.0	0.7	5.0	0.0	2.1	0.0	0.0	8.9	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*13.4*	*0.0*
Aylesbury	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.1	3.1	5.4	0.0	0.0	0.0	*0.0*	*13.9*	*2.6*	*0.0*	*0.0*
Hatfield	0.0	0.0	0.0	3.2	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8	18.3	1.0	*0.0*	*0.0*	*0.0*	*0.0*	*11.6*
Mill Hill	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*12.7*	*0.0*
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.0*	*0.0*	*0.0*	*0.0*	*0.0*
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.6	1.0	*0.0*	*0.0*	*0.0*	*0.0*	*36.7*
Others | Outside Authority Areas	3.0	1.6	8.2	10.1	10.8	7.2	3.4	2.3	18.2	6.3	3.1	22.6	11.4	10.2	1.7	23.0	7.9	*18.0*	*45.9*	*26.9*	*17.9*	*30.3*
Total																						
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	***100.0***	***100.0***	***100.0***	***100.0***	***100.0***

Notes:

a. Market shares derived directly from NEMS household survey (November 2017 and March 2018)

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 5: Food and Drink Expenditure @ 2017 (£m) (Scenario 4)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	57.2	34.4	3.9	0.9	3.4	0.5	6.8	10.2	3.4	7.3	0.7	1.3	0.0	0.0	0.0	0.0	0.0	*3.2*	*0.0*	*0.0*	*35.0*	*0.0*	**168.2**
Others | Watford	0.0	1.7	0.0	0.7	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**3.6**
Sub-total | Watford	**57.2**	**36.1**	**3.9**	**1.6**	**3.4**	**0.5**	**6.8**	**10.5**	**3.4**	**7.6**	**0.7**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***3.2***	***0.0***	***0.0***	***35.0***	***0.0***	**171.7**
Bushey	4.2	0.9	13.1	0.9	0.5	0.0	0.0	1.6	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*2.3*	*0.0*	*0.0*	*2.4*	*0.0*	**26.6**
Radlett	3.3	0.4	1.2	8.1	6.5	0.8	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	6.7	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**27.4**
Borehamwood	0.0	0.0	0.2	1.2	16.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.4*	*0.0*	**20.2**
Potters Bar	0.0	0.0	0.0	0.2	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	8.4	0.0	*0.0*	*0.0*	*0.0*	*4.8*	*0.0*	**38.9**
Others | Hertsmere	0.0	0.4	0.2	1.6	1.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.2**
Sub-total | Hertsmere	**7.5**	**1.7**	**14.8**	**12.0**	**24.7**	**26.4**	**0.0**	**1.6**	**0.4**	**0.9**	**0.0**	**0.4**	**0.0**	**0.0**	**6.7**	**8.4**	**0.0**	***2.3***	***0.0***	***0.0***	***9.5***	***0.0***	**117.3**
Rickmansworth	4.0	0.4	0.0	0.0	0.0	0.0	19.5	1.2	7.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*4.6*	*0.0*	*0.0*	*0.0*	*0.0*	**37.4**
Others | Three Rivers	3.5	5.3	0.5	0.0	1.0	0.0	7.9	2.7	4.8	6.2	0.7	0.5	0.0	0.0	1.2	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.4*	*0.0*	**36.6**
Sub-total | Tree Rivers	**7.5**	**5.7**	**0.5**	**0.0**	**1.0**	**0.0**	**27.5**	**3.9**	**12.2**	**6.5**	**0.7**	**0.5**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	***4.6***	***0.0***	***0.0***	***2.4***	***0.0***	**74.0**
Hemel Hempstead	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.8	4.6	46.8	19.7	3.9	0.8	8.0	0.0	0.5	*0.0*	*2.3*	*0.0*	*0.0*	*0.0*	**88.1**
Berkhamsted	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.3	4.1	1.3	5.2	26.8	4.1	0.0	0.0	0.0	*0.0*	*12.4*	*6.4*	*0.0*	*2.6*	**63.8**
Tring	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.8	10.2	0.0	0.0	0.0	*0.0*	*6.8*	*3.2*	*0.0*	*0.0*	**23.3**
Others | Dacorum	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.4	11.4	1.3	0.3	0.0	1.2	0.0	0.0	*2.3*	*0.6*	*3.6*	*0.0*	*0.0*	**23.3**
Sub-total | Dacorum	**0.0**	**1.3**	**0.3**	**0.2**	**0.0**	**0.0**	**0.4**	**0.0**	**1.7**	**10.2**	**60.4**	**26.2**	**32.8**	**15.1**	**9.2**	**0.0**	**0.5**	***2.3***	***22.1***	***13.2***	***0.0***	***2.6***	**198.4**
St Albans	0.0	2.2	0.2	3.5	2.3	2.4	0.3	0.5	0.3	2.4	6.9	0.8	0.3	0.0	92.5	10.8	6.0	*0.0*	*0.6*	*0.0*	*0.0*	*4.8*	**136.8**
Harpenden	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.8	0.0	0.0	9.2	0.0	37.7	*0.0*	*0.0*	*1.6*	*0.0*	*4.1*	**54.3**
Others | St Albans	0.7	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.5	0.4	0.0	0.0	8.7	4.6	2.2	*0.0*	*0.0*	*0.0*	*0.0*	*2.4*	**21.4**
Sub-total | St Albans	**0.7**	**2.6**	**0.2**	**3.7**	**2.3**	**2.8**	**0.6**	**0.5**	**0.3**	**2.7**	**8.4**	**2.0**	**0.3**	**0.0**	**110.5**	**15.4**	**46.0**	***0.0***	***0.6***	***1.6***	***0.0***	***11.3***	**212.5**
Sub-total | Authority Areas	72.9	47.5	19.8	17.5	31.4	29.7	35.3	16.5	18.0	27.9	70.1	30.9	33.1	15.1	127.6	23.9	46.5	*12.3*	*22.7*	*14.8*	*46.9*	*13.9*	774.0
Central London	3.5	7.0	5.9	1.6	4.9	0.8	3.4	6.7	3.2	1.4	9.9	6.6	1.5	2.0	14.7	4.2	3.1	*11.8*	*3.1*	*6.3*	*15.0*	*3.2*	**119.9**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*16.5*	*0.0*	*0.0*	*0.0*	*0.0*	**16.5**
Harrow	2.6	1.7	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*32.1*	*0.0*	*0.0*	*8.2*	*0.0*	**45.5**
Hatch End	0.0	4.8	0.5	0.0	1.0	0.0	0.0	4.2	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*34.6*	*0.0*	*0.0*	*19.8*	*0.0*	**66.4**
Pinner	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.8	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*30.3*	*0.0*	*0.0*	*3.3*	*0.0*	**36.5**
Ruislip	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*37.5*	*0.0*	*0.0*	*0.0*	*0.0*	**38.5**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	*0.0*	*0.0*	*26.5*	*0.0*	*1.3*	**29.5**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*36.2*	*0.0*	*0.0*	**36.3**
Northwood	0.7	0.4	0.0	0.0	0.0	0.0	1.1	12.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*15.4*	*0.0*	*0.0*	*0.0*	*0.0*	**29.7**
Barnet	0.0	0.0	0.0	0.3	2.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*33.7*	*0.0*	**36.8**
Stanmore	0.0	0.4	1.5	0.0	1.0	0.0	0.0	4.4	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*30.4*	*0.0*	**39.1**
Aylesbury	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.5	1.3	1.1	0.0	0.0	0.0	*0.0*	*8.9*	*3.1*	*0.0*	*0.0*	**15.6**
Hatfield	0.0	0.0	0.0	0.7	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	1.2	9.5	0.5	*0.0*	*0.0*	*0.0*	*0.0*	*9.9*	**23.1**
Mill Hill	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*28.7*	*0.0*	**29.7**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*15.0*	*0.0*	*0.0*	*0.0*	*0.0*	**17.0**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.4	0.5	*0.0*	*0.0*	*0.0*	*0.0*	*31.6*	**37.7**
Others | Outside Authority Areas	2.5	1.0	2.5	2.3	5.1	2.5	1.4	1.1	5.3	2.1	2.6	11.2	4.6	2.1	2.5	11.9	4.3	*45.0*	*29.4*	*32.0*	*40.5*	*26.1*	**238.1**
Total	82.2	63.3	30.7	22.4	47.2	35.0	41.4	49.4	29.1	33.8	82.6	49.6	40.4	20.3	149.3	51.9	55.0	*250.7*	*64.0*	*118.9*	*226.6*	*86.0*	1,629.9

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6: Food and Drink Expenditure @ 2021 (£m) (Scenario 4)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	62.6	37.7	4.3	1.0	3.8	0.6	7.4	11.1	3.7	8.0	0.7	1.5	0.0	0.0	0.0	0.0	0.0	*3.4*	*0.0*	*0.0*	*37.8*	*0.0*	**183.4**
Others | Watford	0.0	1.9	0.0	0.8	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**3.9**
Sub-total | Watford	**62.6**	**39.6**	**4.3**	**1.8**	**3.8**	**0.6**	**7.4**	**11.5**	**3.7**	**8.3**	**0.7**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***3.4***	***0.0***	***0.0***	***37.8***	***0.0***	**187.3**
Bushey	4.6	1.0	14.4	1.0	0.5	0.0	0.0	1.7	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*2.4*	*0.0*	*0.0*	*2.6*	*0.0*	**29.1**
Radlett	3.6	0.5	1.3	8.9	7.1	0.9	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	7.2	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**30.0**
Borehamwood	0.0	0.0	0.3	1.4	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.6*	*0.0*	**22.1**
Potters Bar	0.0	0.0	0.0	0.3	0.0	27.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	9.1	0.0	*0.0*	*0.0*	*0.0*	*5.1*	*0.0*	**42.5**
Others | Hertsmere	0.0	0.5	0.3	1.7	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.6**
Sub-total | Hertsmere	**8.2**	**1.9**	**16.3**	**13.2**	**27.2**	**29.0**	**0.0**	**1.7**	**0.4**	**1.0**	**0.0**	**0.4**	**0.0**	**0.0**	**7.2**	**9.1**	**0.0**	***2.4***	***0.0***	***0.0***	***10.3***	***0.0***	**128.3**
Rickmansworth	4.3	0.5	0.0	0.0	0.0	0.0	21.3	1.3	8.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*4.9*	*0.0*	*0.0*	*0.0*	*0.0*	**40.7**
Others | Three Rivers	3.9	5.8	0.5	0.0	1.1	0.0	8.7	2.9	5.2	6.8	0.7	0.6	0.0	0.0	1.3	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.6*	*0.0*	**40.0**
Sub-total | Tree Rivers	**8.2**	**6.2**	**0.5**	**0.0**	**1.1**	**0.0**	**30.0**	**4.2**	**13.3**	**7.1**	**0.7**	**0.6**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	***4.9***	***0.0***	***0.0***	***2.6***	***0.0***	**80.7**
Hemel Hempstead	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.9	5.0	51.7	21.7	4.3	0.9	8.6	0.0	0.5	*0.0*	*2.5*	*0.0*	*0.0*	*0.0*	**96.8**
Berkhamsted	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.3	4.5	1.4	5.7	29.6	4.5	0.0	0.0	0.0	*0.0*	*13.2*	*6.9*	*0.0*	*2.8*	**69.7**
Tring	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	2.0	11.3	0.0	0.0	0.0	*0.0*	*7.2*	*3.5*	*0.0*	*0.0*	**25.4**
Others | Dacorum	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.5	12.6	1.5	0.4	0.0	1.3	0.0	0.0	*2.4*	*0.6*	*4.0*	*0.0*	*0.0*	**25.4**
Sub-total | Dacorum	**0.0**	**1.4**	**0.4**	**0.2**	**0.0**	**0.0**	**0.4**	**0.0**	**1.9**	**11.1**	**66.6**	**28.9**	**36.2**	**16.6**	**9.9**	**0.0**	**0.5**	***2.4***	***23.5***	***14.3***	***0.0***	***2.8***	**217.3**
St Albans	0.0	2.4	0.3	3.9	2.5	2.6	0.3	0.6	0.3	2.6	7.6	0.9	0.4	0.0	100.1	11.7	6.5	*0.0*	*0.6*	*0.0*	*0.0*	*5.1*	**148.3**
Harpenden	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.9	0.0	0.0	9.9	0.0	40.8	*0.0*	*0.0*	*1.7*	*0.0*	*4.4*	**58.8**
Others | St Albans	0.7	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.7	0.4	0.0	0.0	9.5	5.0	2.4	*0.0*	*0.0*	*0.0*	*0.0*	*2.6*	**23.2**
Sub-total | St Albans	**0.7**	**2.9**	**0.3**	**4.1**	**2.5**	**3.0**	**0.6**	**0.6**	**0.3**	**3.0**	**9.3**	**2.2**	**0.4**	**0.0**	**119.5**	**16.7**	**49.8**	***0.0***	***0.6***	***1.7***	***0.0***	***12.1***	**230.2**
Sub-total | Authority Areas	79.8	52.0	21.7	19.2	34.5	32.6	38.4	18.0	19.6	30.5	77.4	34.1	36.6	16.6	138.0	25.8	50.3	*13.2*	*24.1*	*16.1*	*50.6*	*14.9*	843.9
Central London	3.9	7.7	6.5	1.8	5.4	0.9	3.8	7.3	3.5	1.5	10.9	7.3	1.6	2.2	15.9	4.5	3.4	*12.6*	*3.3*	*6.8*	*16.2*	*3.5*	**130.4**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*17.7*	*0.0*	*0.0*	*0.0*	*0.0*	**17.7**
Harrow	2.9	1.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*34.4*	*0.0*	*0.0*	*8.8*	*0.0*	**48.9**
Hatch End	0.0	5.3	0.5	0.0	1.1	0.0	0.0	4.6	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*37.1*	*0.0*	*0.0*	*21.4*	*0.0*	**71.5**
Pinner	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.8	1.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*32.5*	*0.0*	*0.0*	*3.6*	*0.0*	**39.1**
Ruislip	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*40.2*	*0.0*	*0.0*	*0.0*	*0.0*	**41.3**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	*0.0*	*0.0*	*28.8*	*0.0*	*1.4*	**32.0**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*39.2*	*0.0*	*0.0*	**39.4**
Northwood	0.7	0.5	0.0	0.0	0.0	0.0	1.2	13.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*16.5*	*0.0*	*0.0*	*0.0*	*0.0*	**32.1**
Barnet	0.0	0.0	0.0	0.3	2.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*36.3*	*0.0*	**39.7**
Stanmore	0.0	0.5	1.7	0.0	1.1	0.0	0.0	4.8	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*32.8*	*0.0*	**42.3**
Aylesbury	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6	1.4	1.2	0.0	0.0	0.0	*0.0*	*9.4*	*3.4*	*0.0*	*0.0*	**16.8**
Hatfield	0.0	0.0	0.0	0.8	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	1.3	10.3	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*10.7*	**25.0**
Mill Hill	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*31.0*	*0.0*	**32.1**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*16.1*	*0.0*	*0.0*	*0.0*	*0.0*	**18.2**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.8	2.6	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*34.0*	**40.7**
Others | Outside Authority Areas	2.7	1.1	2.8	2.5	5.6	2.8	1.5	1.2	5.8	2.3	2.8	12.4	5.1	2.3	2.7	12.9	4.7	*48.2*	*31.2*	*34.7*	*43.7*	*28.0*	**257.0**
Total	90.0	69.3	33.7	24.6	51.8	38.4	45.2	53.9	31.7	36.8	91.2	54.8	44.6	22.4	161.5	56.1	59.5	*268.5*	*68.0*	*129.1*	*244.4*	*92.5*	1,768.0

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 7: Food and Drink Expenditure @ 2026 (£m) (Scenario 4)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	71.3	42.8	4.9	1.1	4.3	0.7	8.4	12.5	4.2	9.0	0.8	1.7	0.0	0.0	0.0	0.0	0.0	*3.8*	*0.0*	*0.0*	*42.0*	*0.0*	**207.5**
Others | Watford	0.0	2.2	0.0	0.9	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.5**
Sub-total | Watford	**71.3**	**45.0**	**4.9**	**2.0**	**4.3**	**0.7**	**8.4**	**13.0**	**4.2**	**9.4**	**0.8**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***3.8***	***0.0***	***0.0***	***42.0***	***0.0***	**211.9**
Bushey	5.3	1.1	16.4	1.1	0.6	0.0	0.0	1.9	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*2.7*	*0.0*	*0.0*	*2.8*	*0.0*	**33.0**
Radlett	4.1	0.5	1.5	10.1	8.1	1.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	8.1	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**34.1**
Borehamwood	0.0	0.0	0.3	1.6	20.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.8*	*0.0*	**25.2**
Potters Bar	0.0	0.0	0.0	0.3	0.0	31.4	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	10.2	0.0	*0.0*	*0.0*	*0.0*	*5.7*	*0.0*	**48.1**
Others | Hertsmere	0.0	0.5	0.3	1.9	1.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**5.3**
Sub-total | Hertsmere	**9.4**	**2.1**	**18.6**	**15.0**	**31.0**	**33.1**	**0.0**	**1.9**	**0.5**	**1.1**	**0.0**	**0.5**	**0.0**	**0.0**	**8.1**	**10.2**	**0.0**	***2.7***	***0.0***	***0.0***	***11.4***	***0.0***	**145.7**
Rickmansworth	4.9	0.5	0.0	0.0	0.0	0.0	24.1	1.4	9.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*5.4*	*0.0*	*0.0*	*0.0*	*0.0*	**46.0**
Others | Three Rivers	4.4	6.6	0.6	0.0	1.2	0.0	9.8	3.3	5.9	7.6	0.8	0.7	0.0	0.0	1.5	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.8*	*0.0*	**45.3**
Sub-total | Tree Rivers	**9.3**	**7.1**	**0.6**	**0.0**	**1.2**	**0.0**	**33.9**	**4.8**	**15.1**	**8.1**	**0.8**	**0.7**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	***5.4***	***0.0***	***0.0***	***2.8***	***0.0***	**91.3**
Hemel Hempstead	0.0	0.0	0.4	0.0	0.0	0.0	0.5	0.0	1.0	5.7	59.3	24.9	4.9	1.0	9.7	0.0	0.6	*0.0*	*2.7*	*0.0*	*0.0*	*0.0*	**110.7**
Berkhamsted	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.3	5.1	1.7	6.5	34.0	5.2	0.0	0.0	0.0	*0.0*	*14.5*	*7.8*	*0.0*	*3.1*	**78.9**
Tring	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	2.3	12.9	0.0	0.0	0.0	*0.0*	*7.9*	*3.9*	*0.0*	*0.0*	**28.6**
Others | Dacorum	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.7	14.4	1.7	0.4	0.0	1.5	0.0	0.0	*2.7*	*0.7*	*4.4*	*0.0*	*0.0*	**28.9**
Sub-total | Dacorum	**0.0**	**1.6**	**0.4**	**0.2**	**0.0**	**0.0**	**0.5**	**0.0**	**2.1**	**12.6**	**76.5**	**33.2**	**41.6**	**19.1**	**11.1**	**0.0**	**0.6**	***2.7***	***25.7***	***16.1***	***0.0***	***3.1***	**247.1**
St Albans	0.0	2.7	0.3	4.4	2.8	3.0	0.4	0.7	0.3	3.0	8.7	1.0	0.4	0.0	112.3	13.1	7.3	*0.0*	*0.7*	*0.0*	*0.0*	*5.7*	**166.8**
Harpenden	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.4	0.0	1.0	0.0	0.0	11.2	0.0	45.8	*0.0*	*0.0*	*1.9*	*0.0*	*4.9*	**66.0**
Others | St Albans	0.8	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.9	0.5	0.0	0.0	10.6	5.6	2.7	*0.0*	*0.0*	*0.0*	*0.0*	*2.9*	**26.0**
Sub-total | St Albans	**0.8**	**3.3**	**0.3**	**4.6**	**2.8**	**3.5**	**0.7**	**0.7**	**0.3**	**3.4**	**10.7**	**2.6**	**0.4**	**0.0**	**134.1**	**18.7**	**55.9**	***0.0***	***0.7***	***1.9***	***0.0***	***13.5***	**258.8**
Sub-total | Authority Areas	**90.8**	**59.1**	**24.8**	**21.9**	**39.3**	**37.2**	**43.6**	**20.4**	**22.2**	**34.5**	**88.8**	**39.1**	**42.0**	**19.1**	**154.8**	**29.0**	**56.5**	***14.6***	***26.4***	***18.0***	***56.2***	***16.6***	**954.8**
Central London	4.4	8.7	7.4	2.1	6.1	1.0	4.3	8.3	4.0	1.7	12.6	8.4	1.8	2.5	17.8	5.1	3.8	*13.9*	*3.6*	*7.7*	*18.0*	*3.9*	**146.9**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*19.5*	*0.0*	*0.0*	*0.0*	*0.0*	**19.5**
Harrow	3.3	2.1	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*37.9*	*0.0*	*0.0*	*9.8*	*0.0*	**54.2**
Hatch End	0.0	6.0	0.6	0.0	1.2	0.0	0.0	5.2	1.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*40.9*	*0.0*	*0.0*	*23.7*	*0.0*	**79.5**
Pinner	0.0	0.0	0.3	0.0	0.0	0.0	0.4	1.0	1.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*35.8*	*0.0*	*0.0*	*4.0*	*0.0*	**43.3**
Ruislip	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*44.3*	*0.0*	*0.0*	*0.0*	*0.0*	**45.5**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	*0.0*	*0.0*	*32.3*	*0.0*	*1.5*	**35.9**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*44.0*	*0.0*	*0.0*	**44.2**
Northwood	0.8	0.5	0.0	0.0	0.0	0.0	1.3	15.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*18.2*	*0.0*	*0.0*	*0.0*	*0.0*	**35.9**
Barnet	0.0	0.0	0.0	0.4	3.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*40.3*	*0.0*	**44.2**
Stanmore	0.0	0.5	1.9	0.0	1.2	0.0	0.0	5.4	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*36.4*	*0.0*	**47.2**
Aylesbury	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.7	1.6	1.4	0.0	0.0	0.0	*0.0*	*10.4*	*3.8*	*0.0*	*0.0*	**18.7**
Hatfield	0.0	0.0	0.0	0.9	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	1.5	11.5	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*11.9*	**28.0**
Mill Hill	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*34.4*	*0.0*	**35.6**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*17.8*	*0.0*	*0.0*	*0.0*	*0.0*	**20.1**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.9	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*37.8*	**45.3**
Others | Outside Authority Areas	3.1	1.3	3.2	2.8	6.4	3.2	1.7	1.4	6.6	2.6	3.2	14.2	5.8	2.6	3.0	14.5	5.3	*53.2*	*34.2*	*38.9*	*48.6*	*31.2*	**287.0**
Total	**102.4**	**78.9**	**38.5**	**28.1**	**59.2**	**43.8**	**51.2**	**61.0**	**35.9**	**41.7**	**104.6**	**62.9**	**51.2**	**25.8**	**181.2**	**62.9**	**66.8**	***296.1***	***74.6***	***144.7***	***271.5***	***102.9***	**1,985.9**

Notes:

a. Table 3 x Table 4

2016 Prices

Table 8: Food and Drink Expenditure @ 2031 (£m) (Scenario 4)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	80.9	48.7	5.5	1.3	4.9	0.8	9.5	14.2	4.7	10.2	1.0	1.9	0.0	0.0	0.0	0.0	0.0	*4.2*	*0.0*	*0.0*	*46.4*	*0.0*	**234.2**
Others | Watford	0.0	2.5	0.0	1.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**5.1**
Sub-total | Watford	**80.9**	**51.1**	**5.5**	**2.3**	**4.9**	**0.8**	**9.5**	**14.7**	**4.7**	**10.7**	**1.0**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***4.2***	***0.0***	***0.0***	***46.4***	***0.0***	**239.2**
Bushey	6.0	1.2	18.7	1.3	0.7	0.0	0.0	2.2	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*3.0*	*0.0*	*0.0*	*3.2*	*0.0*	**37.4**
Radlett	4.7	0.6	1.7	11.5	9.3	1.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	9.1	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**38.7**
Borehamwood	0.0	0.0	0.4	1.8	23.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.2*	*0.0*	**28.6**
Potters Bar	0.0	0.0	0.0	0.3	0.0	35.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	11.5	0.0	*0.0*	*0.0*	*0.0*	*6.3*	*0.0*	**54.5**
Others | Hertsmere	0.0	0.6	0.3	2.2	2.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**6.0**
Sub-total | Hertsmere	**10.7**	**2.4**	**21.2**	**17.1**	**35.3**	**37.6**	**0.0**	**2.2**	**0.5**	**1.2**	**0.0**	**0.6**	**0.0**	**0.0**	**9.1**	**11.5**	**0.0**	***3.0***	***0.0***	***0.0***	***12.6***	***0.0***	**165.1**
Rickmansworth	5.6	0.6	0.0	0.0	0.0	0.0	27.3	1.6	10.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*5.9*	*0.0*	*0.0*	*0.0*	*0.0*	**51.9**
Others | Three Rivers	5.0	7.5	0.7	0.0	1.4	0.0	11.1	3.8	6.7	8.7	1.0	0.8	0.0	0.0	1.6	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.2*	*0.0*	**51.2**
Sub-total | Tree Rivers	**10.6**	**8.1**	**0.7**	**0.0**	**1.4**	**0.0**	**38.4**	**5.4**	**17.1**	**9.1**	**1.0**	**0.8**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	***5.9***	***0.0***	***0.0***	***3.2***	***0.0***	**103.2**
Hemel Hempstead	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.0	1.1	6.5	67.8	28.5	5.6	1.1	10.8	0.0	0.7	*0.0*	*3.0*	*0.0*	*0.0*	*0.0*	**126.1**
Berkhamsted	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.4	5.8	1.9	7.5	38.9	5.9	0.0	0.0	0.0	*0.0*	*15.9*	*8.6*	*0.0*	*3.4*	**89.1**
Tring	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	2.6	14.8	0.0	0.0	0.0	*0.0*	*8.7*	*4.3*	*0.0*	*0.0*	**32.3**
Others | Dacorum	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.0	16.5	1.9	0.5	0.0	1.6	0.0	0.0	*3.0*	*0.7*	*4.9*	*0.0*	*0.0*	**32.7**
Sub-total | Dacorum	**0.0**	**1.8**	**0.5**	**0.3**	**0.0**	**0.0**	**0.5**	**0.0**	**2.4**	**14.2**	**87.5**	**37.9**	**47.5**	**21.8**	**12.5**	**0.0**	**0.7**	***3.0***	***28.2***	***17.9***	***0.0***	***3.4***	**280.2**
St Albans	0.0	3.1	0.4	5.0	3.2	3.4	0.4	0.7	0.4	3.4	10.0	1.2	0.5	0.0	126.0	14.7	8.2	*0.0*	*0.7*	*0.0*	*0.0*	*6.4*	**187.6**
Harpenden	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0	0.5	0.0	1.2	0.0	0.0	12.5	0.0	51.4	*0.0*	*0.0*	*2.2*	*0.0*	*5.4*	**74.0**
Others | St Albans	0.9	0.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.2	0.6	0.0	0.0	11.9	6.3	3.1	*0.0*	*0.0*	*0.0*	*0.0*	*3.2*	**29.2**
Sub-total | St Albans	**0.9**	**3.7**	**0.4**	**5.3**	**3.2**	**3.9**	**0.8**	**0.7**	**0.4**	**3.8**	**12.2**	**2.9**	**0.5**	**0.0**	**150.5**	**21.0**	**62.7**	***0.0***	***0.7***	***2.2***	***0.0***	***15.0***	**290.8**
Sub-total | Authority Areas	103.1	67.2	28.2	24.9	44.8	42.4	49.3	23.1	25.2	39.1	101.6	44.7	48.0	21.8	173.7	32.5	63.4	*16.0*	*28.9*	*20.0*	*62.2*	*18.4*	1,078.4
Central London	5.0	9.9	8.4	2.4	7.0	1.2	4.8	9.4	4.5	2.0	14.4	9.6	2.1	2.8	20.0	5.7	4.2	*15.3*	*3.9*	*8.5*	*19.9*	*4.3*	**165.2**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*21.5*	*0.0*	*0.0*	*0.0*	*0.0*	**21.5**
Harrow	3.7	2.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*41.8*	*0.0*	*0.0*	*10.9*	*0.0*	**59.9**
Hatch End	0.0	6.8	0.7	0.0	1.4	0.0	0.0	5.9	1.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*45.0*	*0.0*	*0.0*	*26.3*	*0.0*	**88.1**
Pinner	0.0	0.0	0.4	0.0	0.0	0.0	0.4	1.1	1.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*39.4*	*0.0*	*0.0*	*4.4*	*0.0*	**47.8**
Ruislip	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*48.8*	*0.0*	*0.0*	*0.0*	*0.0*	**50.2**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	*0.0*	*0.0*	*35.9*	*0.0*	*1.7*	**39.9**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*48.9*	*0.0*	*0.0*	**49.1**
Northwood	0.9	0.6	0.0	0.0	0.0	0.0	1.5	17.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*20.0*	*0.0*	*0.0*	*0.0*	*0.0*	**40.0**
Barnet	0.0	0.0	0.0	0.4	3.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*44.6*	*0.0*	**49.1**
Stanmore	0.0	0.6	2.2	0.0	1.4	0.0	0.0	6.2	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*40.3*	*0.0*	**52.5**
Aylesbury	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.8	1.8	1.6	0.0	0.0	0.0	*0.0*	*11.4*	*4.2*	*0.0*	*0.0*	**20.7**
Hatfield	0.0	0.0	0.0	1.0	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.6	12.9	0.7	*0.0*	*0.0*	*0.0*	*0.0*	*13.2*	**31.3**
Mill Hill	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*38.1*	*0.0*	**39.5**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*19.5*	*0.0*	*0.0*	*0.0*	*0.0*	**22.2**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.3	3.2	0.7	*0.0*	*0.0*	*0.0*	*0.0*	*41.9*	**50.4**
Others | Outside Authority Areas	3.5	1.4	3.6	3.2	7.3	3.6	2.0	1.6	7.4	3.0	3.7	16.3	6.7	3.0	3.4	16.2	5.9	*58.5*	*37.5*	*43.3*	*53.8*	*34.6*	**319.4**
Total	116.3	89.5	43.8	31.9	67.4	49.9	57.9	69.0	40.7	47.2	119.7	71.9	58.6	29.5	203.3	70.6	74.9	*325.9*	*81.7*	*160.9*	*300.5*	*114.2*	2,225.4

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 9: Food and Drink Expenditure @ 2036 (£m) (Scenario 4)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	91.5	55.0	6.3	1.4	5.5	0.9	10.7	16.0	5.3	11.5	1.1	2.2	0.0	0.0	0.0	0.0	0.0	*4.5*	*0.0*	*0.0*	*51.2*	*0.0*	**263.2**
Others | Watford	0.0	2.8	0.0	1.2	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**5.7**
Sub-total | Watford	**91.5**	**57.8**	**6.3**	**2.6**	**5.5**	**0.9**	**10.7**	**16.6**	**5.3**	**12.0**	**1.1**	**2.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***4.5***	***0.0***	***0.0***	***51.2***	***0.0***	**269.0**
Bushey	6.7	1.4	21.2	1.4	0.8	0.0	0.0	2.5	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*3.2*	*0.0*	*0.0*	*3.5*	*0.0*	**42.1**
Radlett	5.3	0.7	2.0	13.0	10.5	1.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	10.2	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**43.7**
Borehamwood	0.0	0.0	0.4	2.0	26.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.5*	*0.0*	**32.3**
Potters Bar	0.0	0.0	0.0	0.4	0.0	40.5	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	12.9	0.0	*0.0*	*0.0*	*0.0*	*7.0*	*0.0*	**61.4**
Others | Hertsmere	0.0	0.7	0.4	2.5	2.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**6.8**
Sub-total | Hertsmere	**12.0**	**2.7**	**24.0**	**19.4**	**40.0**	**42.7**	**0.0**	**2.5**	**0.6**	**1.4**	**0.0**	**0.7**	**0.0**	**0.0**	**10.2**	**12.9**	**0.0**	***3.2***	***0.0***	***0.0***	***13.9***	***0.0***	**186.2**
Rickmansworth	6.3	0.7	0.0	0.0	0.0	0.0	30.8	1.8	11.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.5*	*0.0*	*0.0*	*0.0*	*0.0*	**58.4**
Others | Three Rivers	5.7	8.4	0.8	0.0	1.6	0.0	12.5	4.2	7.5	9.8	1.1	0.9	0.0	0.0	1.8	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.5*	*0.0*	**57.7**
Sub-total | Tree Rivers	**12.0**	**9.1**	**0.8**	**0.0**	**1.6**	**0.0**	**43.3**	**6.1**	**19.2**	**10.3**	**1.1**	**0.9**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	***6.5***	***0.0***	***0.0***	***3.5***	***0.0***	**116.1**
Hemel Hempstead	0.0	0.0	0.5	0.0	0.0	0.0	0.6	0.0	1.2	7.3	77.2	32.5	6.4	1.3	12.1	0.0	0.8	*0.0*	*3.2*	*0.0*	*0.0*	*0.0*	**143.1**
Berkhamsted	0.0	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.4	6.5	2.2	8.5	44.3	6.7	0.0	0.0	0.0	*0.0*	*17.3*	*9.5*	*0.0*	*3.8*	**100.2**
Tring	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	3.0	16.8	0.0	0.0	0.0	*0.0*	*9.5*	*4.8*	*0.0*	*0.0*	**36.2**
Others | Dacorum	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.2	18.8	2.2	0.5	0.0	1.8	0.0	0.0	*3.2*	*0.8*	*5.5*	*0.0*	*0.0*	**36.8**
Sub-total | Dacorum	**0.0**	**2.1**	**0.5**	**0.3**	**0.0**	**0.0**	**0.6**	**0.0**	**2.7**	**16.0**	**99.5**	**43.2**	**54.1**	**24.8**	**14.0**	**0.0**	**0.8**	***3.2***	***30.8***	***19.8***	***0.0***	***3.8***	**316.3**
St Albans	0.0	3.5	0.4	5.7	3.6	3.8	0.5	0.8	0.4	3.8	11.4	1.3	0.5	0.0	141.0	16.4	9.2	*0.0*	*0.8*	*0.0*	*0.0*	*7.0*	**210.2**
Harpenden	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0	0.5	0.0	1.3	0.0	0.0	14.0	0.0	57.5	*0.0*	*0.0*	*2.4*	*0.0*	*6.0*	**82.7**
Others | St Albans	1.1	0.7	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.5	0.7	0.0	0.0	13.3	7.1	3.4	*0.0*	*0.0*	*0.0*	*0.0*	*3.5*	**32.7**
Sub-total | St Albans	**1.1**	**4.2**	**0.4**	**6.0**	**3.6**	**4.5**	**0.9**	**0.8**	**0.4**	**4.3**	**13.9**	**3.3**	**0.5**	**0.0**	**168.3**	**23.5**	**70.1**	***0.0***	***0.8***	***2.4***	***0.0***	***16.5***	**325.6**
Sub-total | Authority Areas	116.6	75.9	32.0	28.2	50.8	48.0	55.5	26.0	28.3	44.0	115.6	50.9	54.6	24.8	194.3	36.4	70.9	*17.5*	*31.6*	*22.1*	*68.6*	*20.3*	1,213.1
Central London	5.7	11.2	9.6	2.7	7.9	1.3	5.4	10.6	5.0	2.2	16.4	10.9	2.4	3.2	22.4	6.4	4.7	*16.7*	*4.3*	*9.4*	*21.9*	*4.8*	**185.1**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*23.6*	*0.0*	*0.0*	*0.0*	*0.0*	**23.6**
Harrow	4.2	2.7	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*45.7*	*0.0*	*0.0*	*12.0*	*0.0*	**65.9**
Hatch End	0.0	7.7	0.8	0.0	1.6	0.0	0.0	6.6	1.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*49.3*	*0.0*	*0.0*	*29.0*	*0.0*	**97.2**
Pinner	0.0	0.0	0.4	0.0	0.0	0.0	0.5	1.2	1.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*43.2*	*0.0*	*0.0*	*4.9*	*0.0*	**52.5**
Ruislip	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*53.4*	*0.0*	*0.0*	*0.0*	*0.0*	**55.0**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	*0.0*	*0.0*	*39.7*	*0.0*	*1.9*	**44.1**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	*0.0*	*0.0*	*54.0*	*0.0*	*0.0*	**54.3**
Northwood	1.1	0.7	0.0	0.0	0.0	0.0	1.7	19.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*21.9*	*0.0*	*0.0*	*0.0*	*0.0*	**44.5**
Barnet	0.0	0.0	0.0	0.5	3.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*49.2*	*0.0*	**54.2**
Stanmore	0.0	0.7	2.5	0.0	1.6	0.0	0.0	6.9	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*44.4*	*0.0*	**58.2**
Aylesbury	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.9	2.1	1.8	0.0	0.0	0.0	*0.0*	*12.4*	*4.7*	*0.0*	*0.0*	**22.9**
Hatfield	0.0	0.0	0.0	1.2	0.8	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.8	14.5	0.8	*0.0*	*0.0*	*0.0*	*0.0*	*14.5*	**34.9**
Mill Hill	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*42.0*	*0.0*	**43.6**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*21.4*	*0.0*	*0.0*	*0.0*	*0.0*	**24.4**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.6	3.6	0.8	*0.0*	*0.0*	*0.0*	*0.0*	*46.2*	**55.7**
Others | Outside Authority Areas	3.9	1.6	4.1	3.7	8.3	4.1	2.2	1.8	8.4	3.4	4.2	18.5	7.6	3.4	3.8	18.1	6.6	*64.1*	*41.0*	*47.8*	*59.3*	*38.1*	**353.9**
Total	131.5	101.3	49.7	36.2	76.4	56.6	65.3	77.8	45.8	53.2	136.2	81.8	66.7	33.5	227.5	79.0	83.8	*356.8*	*89.3*	*177.8*	*331.3*	*125.8*	2,483.2

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 10: Food and Drink Available Expenditure (£m) (Scenario 4)

Destination	2017	2021	2026	2031	2036
Available Expenditure					
Watford	168.2	183.4	207.5	234.2	263.2
Others | Watford	3.6	3.9	4.5	5.1	5.7
Sub-total | Watford	**171.7**	**187.3**	**211.9**	**239.2**	**269.0**
Bushey	26.6	29.1	33.0	37.4	42.1
Radlett	27.4	30.0	34.1	38.7	43.7
Borehamwood	20.2	22.1	25.2	28.6	32.3
Potters Bar	38.9	42.5	48.1	54.5	61.4
Others | Hertsmere	4.2	4.6	5.3	6.0	6.8
Sub-total | Hertsmere	**117.3**	**128.3**	**145.7**	**165.1**	**186.2**
Rickmansworth	37.4	40.7	46.0	51.9	58.4
Others | Three Rivers	36.6	40.0	45.3	51.2	57.7
Sub-total | Tree Rivers	**74.0**	**80.7**	**91.3**	**103.2**	**116.1**
Hemel Hempstead	88.1	96.8	110.7	126.1	143.1
Berkhamsted	63.8	69.7	78.9	89.1	100.2
Tring	23.3	25.4	28.6	32.3	36.2
Others | Dacorum	23.3	25.4	28.9	32.7	36.8
Sub-total | Dacorum	**198.4**	**217.3**	**247.1**	**280.2**	**316.3**
St Albans	136.8	148.3	166.8	187.6	210.2
Harpenden	54.3	58.8	66.0	74.0	82.7
Others | St Albans	21.4	23.2	26.0	29.2	32.7
Sub-total | St Albans	**212.5**	**230.2**	**258.8**	**290.8**	**325.6**
Total	**774.0**	**843.9**	**954.8**	**1,078.4**	**1,213.1**

Notes:

a. Table 5-9

Table 11: Food and Drink Benchmark Turnover (£m) (Scenario 4)

Destination	2017	2021	2026	2031	2036
Benchmark Turnover					
Watford	168.2	180.8	202.1	225.4	251.3
Others | Watford	3.6	3.8	4.3	4.8	5.3
Sub-total | Watford	**171.7**	**184.6**	**206.4**	**230.2**	**256.6**
Bushey	26.6	28.6	32.0	35.7	39.8
Radlett	27.4	29.5	33.0	36.8	41.0
Borehamwood	20.2	21.7	24.3	27.1	30.2
Potters Bar	38.9	41.8	46.7	52.1	58.1
Others | Hertsmere	4.2	4.5	5.0	5.6	6.3
Sub-total | Hertsmere	**117.3**	**126.1**	**141.0**	**157.2**	**175.3**
Rickmansworth	37.4	40.2	45.0	50.1	55.9
Others | Three Rivers	36.6	39.4	44.0	49.1	54.7
Sub-total | Tree Rivers	**74.0**	**79.6**	**89.0**	**99.2**	**110.6**
Hemel Hempstead	88.1	94.7	105.9	118.0	131.6
Berkhamsted	63.8	68.6	76.7	85.5	95.4
Tring	23.3	25.0	28.0	31.2	34.8
Others | Dacorum	23.3	25.0	28.0	31.2	34.8
Sub-total | Dacorum	**198.4**	**213.3**	**238.5**	**265.9**	**296.5**
St Albans	136.8	147.1	164.4	183.3	204.4
Harpenden	54.3	58.4	65.3	72.8	81.2
Others | St Albans	21.4	23.0	25.7	28.6	31.9
Sub-total | St Albans	**212.5**	**228.4**	**255.4**	**284.8**	**317.5**
Total	**774.0**	**832.1**	**930.4**	**1,037.4**	**1,156.6**

Notes:

a. Table 5-9

b. Turnover projected forward using forecast sales density efficiencies taken from Experian Retail Planner Briefing Note 15

Table 12: Food and Drink Surplus Expenditure (£m) (Scenario 4)

Destination	2017	2021	2026	2031	2036
Surplus Expenditure					
Watford	-	2.6	5.3	8.8	11.9
Others | Watford	-	0.1	0.2	0.3	0.4
Sub-total | Watford	**-**	**2.7**	**5.5**	**9.1**	**12.3**
Bushey	-	0.5	1.0	1.7	2.3
Radlett	-	0.5	1.1	1.9	2.7
Borehamwood	-	0.4	0.9	1.5	2.1
Potters Bar	-	0.7	1.4	2.4	3.3
Others | Hertsmere	-	0.1	0.2	0.4	0.5
Sub-total | Hertsmere	-	**2.2**	**4.6**	**7.8**	**10.9**
Rickmansworth	-	0.5	1.1	1.8	2.4
Others | Three Rivers	-	0.6	1.3	2.1	3.0
Sub-total | Tree Rivers	-	**1.1**	**2.3**	**3.9**	**5.4**
Hemel Hempstead	-	2.2	4.8	8.1	11.5
Berkhamsted	-	1.1	2.2	3.6	4.9
Tring	-	0.3	0.6	1.0	1.4
Others | Dacorum	-	0.4	0.9	1.5	2.0
Sub-total | Dacorum	-	**4.0**	**8.6**	**14.3**	**19.8**
St Albans	-	1.2	2.4	4.2	5.8
Harpenden	-	0.4	0.6	1.1	1.5
Others | St Albans	-	0.2	0.4	0.6	0.8
Sub-total | St Albans	-	**1.8**	**3.4**	**6.0**	**8.0**
Total	**-**	**11.8**	**24.4**	**41.1**	**56.5**

Notes:

a. Table 10 - Table 11

2016 Prices

Table 13: Food and Drink Floorspace Capacity (sq m) (Scenario 4)

Destination	2017	2021	2026	2031	2036
Sales Density (£ per sq m)	5,000	5,375	6,010	6,701	7,471
Surplus Expenditure					
Watford	-	491.9	885.4	1,310.9	1,599.1
Others | Watford	-	13.8	27.0	41.2	52.3
Sub-total | Watford	**-**	**505.7**	**912.4**	**1,352.1**	**1,651.4**
Bushey	-	88.8	165.6	247.7	306.7
Radlett	-	95.5	185.2	283.2	358.8
Borehamwood	-	79.0	151.7	227.8	285.9
Potters Bar	-	125.4	235.0	353.7	440.6
Others | Hertsmere	-	18.0	35.5	53.9	68.6
Sub-total | Hertsmere	-	**406.6**	**773.0**	**1,166.4**	**1,460.7**
Rickmansworth	-	96.2	174.9	265.6	326.9
Others | Three Rivers	-	111.8	210.8	320.6	401.6
Sub-total | Tree Rivers	-	**208.0**	**385.6**	**586.2**	**728.4**
Hemel Hempstead	-	402.5	798.6	1,209.8	1,538.6
Berkhamsted	-	196.8	365.8	539.0	653.0
Tring	-	59.5	106.5	154.3	181.7
Others | Dacorum	-	82.6	154.2	225.3	273.7
Sub-total | Dacorum	-	**741.5**	**1,425.1**	**2,128.5**	**2,646.9**
St Albans	-	231.2	399.1	631.4	771.6
Harpenden	-	69.2	107.4	170.1	195.2
Others | St Albans	-	34.9	58.8	92.1	109.2
Sub-total | St Albans	-	**335.4**	**565.4**	**893.6**	**1,076.0**
Total	**-**	**2,197.2**	**4,061.5**	**6,126.8**	**7,563.4**

Notes:

a. Table 12

2016 Prices

Appendix H | Leisure Capacity Tables – High Growth Scenario

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 1: Population (Scenario 2)

Zone	2017	2021	2026	2031	2036
1	63,113	65,036	67,440	69,844	72,248
2	51,556	53,127	55,091	57,055	59,019
3	20,662	21,404	22,332	23,261	24,189
4	13,334	13,813	14,412	15,011	15,610
5	40,168	41,611	43,416	45,220	47,025
6	25,205	26,111	27,244	28,376	29,508
7	27,105	27,758	28,574	29,390	30,206
8	33,301	34,103	35,105	36,108	37,110
9	16,168	16,558	17,045	17,531	18,018
10	23,865	24,440	25,158	25,877	26,595
11	66,656	69,322	72,656	75,989	79,322
12	37,994	39,514	41,414	43,314	45,214
13	25,233	26,243	27,505	28,767	30,029
14	14,572	15,155	15,883	16,612	17,341
15	201,793	209,921	218,799	226,809	233,987
16	50,286	51,866	53,772	55,511	57,159
17	98,752	104,129	110,301	115,553	120,278
18	95,371	98,176	101,682	105,188	108,694
19	35,094	36,126	37,416	38,706	39,997
20	200,121	209,670	220,104	229,504	238,385
21	34,049	35,051	36,302	37,554	38,806
22	62,274	65,108	68,438	71,558	74,218
Total	**1,236,672**	**1,284,242**	**1,340,090**	**1,392,739**	**1,442,959**

Notes:

a. Zones based on the post code sectors shown on the plan at Appendix A

b. 2016 Population derived from Experian MMG3 data (2018 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.

Table 2: Food and Drink Expenditure per Capita (£m) (Scenario 2)

Zone	2017	2021	2026	2031	2036
1	1,291	1,329	1,407	1,493	1,585
2	1,217	1,253	1,326	1,407	1,494
3	1,474	1,517	1,605	1,704	1,809
4	1,665	1,714	1,814	1,925	2,043
5	1,166	1,200	1,270	1,348	1,431
6	1,376	1,417	1,499	1,591	1,689
7	1,515	1,560	1,651	1,752	1,860
8	1,470	1,513	1,601	1,700	1,804
9	1,783	1,835	1,942	2,062	2,189
10	1,403	1,444	1,528	1,622	1,722
11	1,229	1,265	1,339	1,421	1,508
12	1,296	1,334	1,412	1,498	1,590
13	1,590	1,636	1,732	1,838	1,951
14	1,384	1,425	1,508	1,601	1,699
15	1,243	1,279	1,354	1,437	1,525
16	1,273	1,310	1,387	1,472	1,562
17	1,204	1,239	1,312	1,392	1,478
18	1,557	1,603	1,696	1,800	1,911
19	1,470	1,513	1,601	1,699	1,804
20	1,132	1,165	1,233	1,309	1,390
21	1,607	1,654	1,750	1,858	1,972
22	1,381	1,421	1,504	1,596	1,694

Notes:

a. Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 15

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 3: Food and Drink Total Expenditure (£m) (Scenario 2)

Zone	2017	2021	2026	2031	2036
1	81.5	86.4	94.9	104.3	114.5
2	62.7	66.6	73.0	80.3	88.2
3	30.5	32.5	35.9	39.6	43.8
4	22.2	23.7	26.1	28.9	31.9
5	46.8	49.9	55.1	61.0	67.3
6	34.7	37.0	40.8	45.2	49.8
7	41.1	43.3	47.2	51.5	56.2
8	48.9	51.6	56.2	61.4	66.9
9	28.8	30.4	33.1	36.1	39.4
10	33.5	35.3	38.4	42.0	45.8
11	81.9	87.7	97.3	108.0	119.7
12	49.2	52.7	58.5	64.9	71.9
13	40.1	42.9	47.6	52.9	58.6
14	20.2	21.6	24.0	26.6	29.5
15	250.7	268.5	296.1	325.9	356.8
16	64.0	68.0	74.6	81.7	89.3
17	118.9	129.1	144.7	160.9	177.8
18	148.5	157.3	172.5	189.4	207.7
19	51.6	54.7	59.9	65.8	72.1
20	226.6	244.4	271.5	300.5	331.3
21	54.7	58.0	63.5	69.8	76.5
22	86.0	92.5	102.9	114.2	125.7
Total	**1,623.3**	**1,733.9**	**1,913.8**	**2,110.6**	**2,320.7**

Notes:

a. Table 1 x Table 2

2016 Prices

Table 4: Food and Drink Market Share (%) (Scenario 2)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*				
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*
Watford	69.6	54.3	12.6	4.0	7.3	1.5	16.5	20.6	11.6	21.6	0.8	2.7	0.0	0.0	0.0	0.0	0.0	*1.3*	*0.0*	*0.0*	*15.5*	*0.0*
Others | Watford	0.0	2.7	0.0	3.2	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
Sub-total | Watford	**69.6**	**57.1**	**12.6**	**7.2**	**7.3**	**1.5**	**16.5**	**21.4**	**11.6**	**22.6**	**0.8**	**3.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***1.3***	***0.0***	***0.0***	***15.5***	***0.0***
Bushey	5.1	1.4	42.7	3.9	1.0	0.0	0.0	3.2	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.9*	*0.0*	*0.0*	*1.0*	*0.0*
Radlett	4.0	0.7	4.0	36.0	13.7	2.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	4.5	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
Borehamwood	0.0	0.0	0.8	5.6	34.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*1.0*	*0.0*
Potters Bar	0.0	0.0	0.0	1.1	0.0	71.6	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	16.3	0.0	*0.0*	*0.0*	*0.0*	*2.1*	*0.0*
Others | Hertsmere	0.0	0.7	0.8	6.9	3.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
Sub-total | Hertsmere	**9.2**	**2.7**	**48.3**	**53.5**	**52.4**	**75.4**	**0.0**	**3.2**	**1.3**	**2.6**	**0.0**	**0.8**	**0.0**	**0.0**	**4.5**	**16.3**	**0.0**	***0.9***	***0.0***	***0.0***	***4.2***	***0.0***
Rickmansworth	4.8	0.7	0.0	0.0	0.0	0.0	47.1	2.4	25.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*1.8*	*0.0*	*0.0*	*0.0*	*0.0*
Others | Three Rivers	4.3	8.3	1.6	0.0	2.0	0.0	19.2	5.4	16.4	18.3	0.8	1.1	0.0	0.0	0.8	0.0	0.0	*0.0*	*0.0*	*0.0*	*1.0*	*0.0*
Sub-total | Tree Rivers	**9.1**	**9.0**	**1.6**	**0.0**	**2.0**	**0.0**	**66.3**	**7.8**	**42.0**	**19.3**	**0.8**	**1.1**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	***1.8***	***0.0***	***0.0***	***1.0***	***0.0***
Hemel Hempstead	0.0	0.0	1.1	0.0	0.0	0.0	0.9	0.0	2.7	13.7	56.7	39.7	9.6	3.9	5.3	0.0	0.9	*0.0*	*3.6*	*0.0*	*0.0*	*0.0*
Berkhamsted	0.0	0.7	0.0	0.8	0.0	0.0	0.0	0.0	1.0	12.3	1.6	10.4	66.4	20.0	0.0	0.0	0.0	*0.0*	*19.4*	*5.4*	*0.0*	*3.0*
Tring	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	4.4	50.2	0.0	0.0	0.0	*0.0*	*10.6*	*2.7*	*0.0*	*0.0*
Others | Dacorum	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	2.3	4.2	13.8	2.7	0.8	0.0	0.8	0.0	0.0	*0.9*	*0.9*	*3.1*	*0.0*	*0.0*
Sub-total | Dacorum	**0.0**	**2.1**	**1.1**	**0.8**	**0.0**	**0.0**	**0.9**	**0.0**	**6.0**	**30.1**	**73.1**	**52.8**	**81.2**	**74.0**	**6.1**	**0.0**	**0.9**	***0.9***	***34.5***	***11.1***	***0.0***	***3.0***
St Albans	0.0	3.4	0.8	15.7	4.8	6.8	0.7	1.1	1.0	7.1	8.3	1.6	0.8	0.0	62.0	20.8	11.0	*0.0*	*0.9*	*0.0*	*0.0*	*5.6*
Harpenden	0.0	0.0	0.0	0.8	0.0	1.1	0.0	0.0	0.0	1.0	0.0	1.6	0.0	0.0	6.2	0.0	68.6	*0.0*	*0.0*	*1.3*	*0.0*	*4.8*
Others | St Albans	0.8	0.7	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	1.9	0.8	0.0	0.0	5.9	9.0	4.1	*0.0*	*0.0*	*0.0*	*0.0*	*2.8*
Sub-total | St Albans	**0.8**	**4.1**	**0.8**	**16.5**	**4.8**	**7.9**	**1.4**	**1.1**	**1.0**	**8.1**	**10.2**	**4.1**	**0.8**	**0.0**	**74.0**	**29.8**	**83.7**	***0.0***	***0.9***	***1.3***	***0.0***	***13.1***
Sub-total | Authority Areas	**88.7**	**75.0**	**64.4**	**78.0**	**66.5**	**84.8**	**85.0**	**33.4**	**61.9**	**82.7**	**84.9**	**62.2**	**81.9**	**74.0**	**85.4**	**46.1**	**84.6**	***4.9***	***35.4***	***12.5***	***20.7***	***16.1***
Central London	4.3	11.1	19.2	7.4	10.3	2.3	8.3	13.6	11.0	4.2	12.0	13.3	3.6	9.6	9.8	8.1	5.6	*4.7*	*4.8*	*5.3*	*6.6*	*3.8*
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.6*	*0.0*	*0.0*	*0.0*	*0.0*
Harrow	3.2	2.7	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*12.8*	*0.0*	*0.0*	*3.6*	*0.0*
Hatch End	0.0	7.6	1.6	0.0	2.0	0.0	0.0	8.5	4.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*13.8*	*0.0*	*0.0*	*8.7*	*0.0*
Pinner	0.0	0.0	0.8	0.0	0.0	0.0	0.7	1.6	4.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*12.1*	*0.0*	*0.0*	*1.5*	*0.0*
Ruislip	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*15.0*	*0.0*	*0.0*	*0.0*	*0.0*
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	*0.0*	*0.0*	*22.3*	*0.0*	*1.5*
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	*0.0*	*0.0*	*30.4*	*0.0*	*0.0*
Northwood	0.8	0.7	0.0	0.0	0.0	0.0	2.6	24.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.1*	*0.0*	*0.0*	*0.0*	*0.0*
Barnet	0.0	0.0	0.0	1.3	5.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*14.9*	*0.0*
Stanmore	0.0	0.7	5.0	0.0	2.1	0.0	0.0	8.9	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*13.4*	*0.0*
Aylesbury	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.1	3.1	5.4	0.0	0.0	0.0	*0.0*	*13.9*	*2.6*	*0.0*	*0.0*
Hatfield	0.0	0.0	0.0	3.2	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8	18.3	1.0	*0.0*	*0.0*	*0.0*	*0.0*	*11.6*
Mill Hill	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*12.7*	*0.0*
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.0*	*0.0*	*0.0*	*0.0*	*0.0*
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.6	1.0	*0.0*	*0.0*	*0.0*	*0.0*	*36.7*
Others | Outside Authority Areas	3.0	1.6	8.2	10.1	10.8	7.2	3.4	2.3	18.2	6.3	3.1	22.6	11.4	10.2	1.7	23.0	7.9	*18.0*	*45.9*	*26.9*	*17.9*	*30.3*
Total																						
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	***100.0***	***100.0***	***100.0***	***100.0***	***100.0***

Notes:

a. Market shares derived directly from NEMS household survey (November 2017 and March 2018)

Table 5: Food and Drink Expenditure @ 2017 (£m) (Scenario 2)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	56.7	34.1	3.8	0.9	3.4	0.5	6.8	10.1	3.3	7.2	0.7	1.3	0.0	0.0	0.0	0.0	0.0	*3.2*	*0.0*	*0.0*	*35.0*	*0.0*	**167.1**
Others | Watford	0.0	1.7	0.0	0.7	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**3.5**
Sub-total | Watford	**56.7**	**35.8**	**3.8**	**1.6**	**3.4**	**0.5**	**6.8**	**10.5**	**3.3**	**7.6**	**0.7**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***3.2***	***0.0***	***0.0***	***35.0***	***0.0***	**170.6**
Bushey	4.2	0.9	13.0	0.9	0.5	0.0	0.0	1.6	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*2.3*	*0.0*	*0.0*	*2.4*	*0.0*	**26.5**
Radlett	3.3	0.4	1.2	8.0	6.4	0.8	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	6.7	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**27.2**
Borehamwood	0.0	0.0	0.2	1.2	16.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.4*	*0.0*	**20.1**
Potters Bar	0.0	0.0	0.0	0.2	0.0	24.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	8.4	0.0	*0.0*	*0.0*	*0.0*	*4.8*	*0.0*	**38.6**
Others | Hertsmere	0.0	0.4	0.2	1.5	1.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.2**
Sub-total | Hertsmere	**7.5**	**1.7**	**14.7**	**11.9**	**24.5**	**26.2**	**0.0**	**1.6**	**0.4**	**0.9**	**0.0**	**0.4**	**0.0**	**0.0**	**6.7**	**8.4**	**0.0**	***2.3***	***0.0***	***0.0***	***9.5***	***0.0***	**116.5**
Rickmansworth	3.9	0.4	0.0	0.0	0.0	0.0	19.4	1.2	7.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*4.6*	*0.0*	*0.0*	*0.0*	*0.0*	**37.1**
Others | Three Rivers	3.5	5.2	0.5	0.0	1.0	0.0	7.9	2.7	4.7	6.1	0.7	0.5	0.0	0.0	1.2	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.4*	*0.0*	**36.3**
Sub-total | Tree Rivers	**7.4**	**5.7**	**0.5**	**0.0**	**1.0**	**0.0**	**27.2**	**3.8**	**12.1**	**6.5**	**0.7**	**0.5**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	***4.6***	***0.0***	***0.0***	***2.4***	***0.0***	**73.5**
Hemel Hempstead	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.8	4.6	46.4	19.5	3.8	0.8	7.9	0.0	0.5	*0.0*	*2.3*	*0.0*	*0.0*	*0.0*	**87.4**
Berkhamsted	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.3	4.1	1.3	5.1	26.6	4.0	0.0	0.0	0.0	*0.0*	*12.4*	*6.4*	*0.0*	*2.6*	**63.5**
Tring	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.8	10.1	0.0	0.0	0.0	*0.0*	*6.8*	*3.2*	*0.0*	*0.0*	**23.2**
Others | Dacorum	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.4	11.3	1.3	0.3	0.0	1.2	0.0	0.0	*2.3*	*0.6*	*3.6*	*0.0*	*0.0*	**23.1**
Sub-total | Dacorum	**0.0**	**1.3**	**0.3**	**0.2**	**0.0**	**0.0**	**0.4**	**0.0**	**1.7**	**10.1**	**59.9**	**26.0**	**32.5**	**14.9**	**9.1**	**0.0**	**0.5**	***2.3***	***22.1***	***13.2***	***0.0***	***2.6***	**197.2**
St Albans	0.0	2.2	0.2	3.5	2.2	2.4	0.3	0.5	0.3	2.4	6.8	0.8	0.3	0.0	92.0	10.7	6.0	*0.0*	*0.6*	*0.0*	*0.0*	*4.8*	**136.0**
Harpenden	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.8	0.0	0.0	9.1	0.0	37.5	*0.0*	*0.0*	*1.6*	*0.0*	*4.1*	**54.1**
Others | St Albans	0.7	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.5	0.4	0.0	0.0	8.7	4.6	2.2	*0.0*	*0.0*	*0.0*	*0.0*	*2.4*	**21.3**
Sub-total | St Albans	**0.7**	**2.6**	**0.2**	**3.7**	**2.2**	**2.7**	**0.6**	**0.5**	**0.3**	**2.7**	**8.4**	**2.0**	**0.3**	**0.0**	**109.9**	**15.4**	**45.8**	***0.0***	***0.6***	***1.6***	***0.0***	***11.3***	**211.4**
Sub-total | Authority Areas	72.3	47.1	19.6	17.3	31.1	29.4	34.9	16.4	17.8	27.7	69.5	30.6	32.9	14.9	126.9	23.8	46.3	*12.3*	*22.7*	*14.8*	*46.9*	*13.9*	769.1
Central London	3.5	6.9	5.9	1.6	4.8	0.8	3.4	6.7	3.2	1.4	9.8	6.6	1.4	1.9	14.6	4.2	3.1	*11.8*	*3.1*	*6.3*	*15.0*	*3.2*	**119.3**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*16.5*	*0.0*	*0.0*	*0.0*	*0.0*	**16.5**
Harrow	2.6	1.7	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*32.1*	*0.0*	*0.0*	*8.2*	*0.0*	**45.4**
Hatch End	0.0	4.8	0.5	0.0	1.0	0.0	0.0	4.2	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*34.6*	*0.0*	*0.0*	*19.8*	*0.0*	**66.3**
Pinner	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.8	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*30.3*	*0.0*	*0.0*	*3.3*	*0.0*	**36.5**
Ruislip	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*37.5*	*0.0*	*0.0*	*0.0*	*0.0*	**38.5**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	*0.0*	*0.0*	*26.5*	*0.0*	*1.3*	**29.5**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*36.2*	*0.0*	*0.0*	**36.3**
Northwood	0.7	0.4	0.0	0.0	0.0	0.0	1.1	12.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*15.4*	*0.0*	*0.0*	*0.0*	*0.0*	**29.6**
Barnet	0.0	0.0	0.0	0.3	2.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*33.7*	*0.0*	**36.7**
Stanmore	0.0	0.4	1.5	0.0	1.0	0.0	0.0	4.4	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*30.4*	*0.0*	**39.0**
Aylesbury	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.5	1.2	1.1	0.0	0.0	0.0	*0.0*	*8.9*	*3.1*	*0.0*	*0.0*	**15.6**
Hatfield	0.0	0.0	0.0	0.7	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	1.2	9.4	0.5	*0.0*	*0.0*	*0.0*	*0.0*	*9.9*	**23.1**
Mill Hill	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*28.7*	*0.0*	**29.7**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*15.0*	*0.0*	*0.0*	*0.0*	*0.0*	**17.0**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.4	0.5	*0.0*	*0.0*	*0.0*	*0.0*	*31.6*	**37.7**
Others | Outside Authority Areas	2.4	1.0	2.5	2.2	5.1	2.5	1.4	1.1	5.3	2.1	2.5	11.1	4.6	2.1	2.5	11.8	4.3	*45.0*	*29.4*	*32.0*	*40.5*	*26.1*	**237.6**
Total	81.5	62.8	30.4	22.2	46.8	34.7	41.1	48.9	28.8	33.5	81.9	49.2	40.1	20.2	148.5	51.6	54.7	*250.7*	*64.0*	*118.9*	*226.6*	*86.0*	1,623.3

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 6: Food and Drink Expenditure @ 2021 (£m) (Scenario 2)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	60.1	36.2	4.1	0.9	3.6	0.6	7.1	10.6	3.5	7.6	0.7	1.4	0.0	0.0	0.0	0.0	0.0	*3.4*	*0.0*	*0.0*	*37.8*	*0.0*	**177.7**
Others | Watford	0.0	1.8	0.0	0.8	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**3.8**
Sub-total | Watford	**60.1**	**38.0**	**4.1**	**1.7**	**3.6**	**0.6**	**7.1**	**11.0**	**3.5**	**8.0**	**0.7**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***3.4***	***0.0***	***0.0***	***37.8***	***0.0***	**181.5**
Bushey	4.4	0.9	13.9	0.9	0.5	0.0	0.0	1.6	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*2.4*	*0.0*	*0.0*	*2.6*	*0.0*	**28.2**
Radlett	3.5	0.4	1.3	8.5	6.9	0.8	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	7.1	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**29.0**
Borehamwood	0.0	0.0	0.3	1.3	17.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.6*	*0.0*	**21.4**
Potters Bar	0.0	0.0	0.0	0.3	0.0	26.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	8.9	0.0	*0.0*	*0.0*	*0.0*	*5.1*	*0.0*	**41.2**
Others | Hertsmere	0.0	0.5	0.2	1.6	1.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.4**
Sub-total | Hertsmere	**7.9**	**1.8**	**15.7**	**12.7**	**26.2**	**27.9**	**0.0**	**1.6**	**0.4**	**0.9**	**0.0**	**0.4**	**0.0**	**0.0**	**7.1**	**8.9**	**0.0**	***2.4***	***0.0***	***0.0***	***10.3***	***0.0***	**124.2**
Rickmansworth	4.2	0.5	0.0	0.0	0.0	0.0	20.4	1.2	7.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*4.9*	*0.0*	*0.0*	*0.0*	*0.0*	**39.2**
Others | Three Rivers	3.7	5.5	0.5	0.0	1.0	0.0	8.3	2.8	5.0	6.5	0.7	0.6	0.0	0.0	1.3	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.6*	*0.0*	**38.5**
Sub-total | Tree Rivers	**7.9**	**6.0**	**0.5**	**0.0**	**1.0**	**0.0**	**28.7**	**4.0**	**12.8**	**6.8**	**0.7**	**0.6**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	***4.9***	***0.0***	***0.0***	***2.6***	***0.0***	**77.7**
Hemel Hempstead	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.8	4.8	49.7	20.9	4.1	0.8	8.4	0.0	0.5	*0.0*	*2.5*	*0.0*	*0.0*	*0.0*	**93.3**
Berkhamsted	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.3	4.3	1.4	5.5	28.5	4.3	0.0	0.0	0.0	*0.0*	*13.2*	*6.9*	*0.0*	*2.8*	**67.9**
Tring	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.9	10.8	0.0	0.0	0.0	*0.0*	*7.2*	*3.5*	*0.0*	*0.0*	**24.8**
Others | Dacorum	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.5	12.1	1.4	0.3	0.0	1.3	0.0	0.0	*2.4*	*0.6*	*4.0*	*0.0*	*0.0*	**24.8**
Sub-total | Dacorum	**0.0**	**1.4**	**0.3**	**0.2**	**0.0**	**0.0**	**0.4**	**0.0**	**1.8**	**10.6**	**64.1**	**27.8**	**34.8**	**16.0**	**9.7**	**0.0**	**0.5**	***2.4***	***23.5***	***14.3***	***0.0***	***2.8***	**210.7**
St Albans	0.0	2.3	0.3	3.7	2.4	2.5	0.3	0.6	0.3	2.5	7.3	0.9	0.3	0.0	97.5	11.4	6.4	*0.0*	*0.6*	*0.0*	*0.0*	*5.1*	**144.3**
Harpenden	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.9	0.0	0.0	9.7	0.0	39.8	*0.0*	*0.0*	*1.7*	*0.0*	*4.4*	**57.4**
Others | St Albans	0.7	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.6	0.4	0.0	0.0	9.2	4.9	2.4	*0.0*	*0.0*	*0.0*	*0.0*	*2.6*	**22.6**
Sub-total | St Albans	**0.7**	**2.7**	**0.3**	**3.9**	**2.4**	**2.9**	**0.6**	**0.6**	**0.3**	**2.9**	**8.9**	**2.1**	**0.3**	**0.0**	**116.4**	**16.3**	**48.5**	***0.0***	***0.6***	***1.7***	***0.0***	***12.1***	**224.3**
Sub-total | Authority Areas	76.6	49.9	20.9	18.5	33.2	31.4	36.8	17.2	18.8	29.2	74.4	32.8	35.2	16.0	134.4	25.2	49.0	*13.2*	*24.1*	*16.1*	*50.6*	*14.9*	818.4
Central London	3.7	7.4	6.2	1.7	5.2	0.9	3.6	7.0	3.3	1.5	10.5	7.0	1.5	2.1	15.5	4.4	3.3	*12.6*	*3.3*	*6.8*	*16.2*	*3.5*	**127.2**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*17.7*	*0.0*	*0.0*	*0.0*	*0.0*	**17.7**
Harrow	2.8	1.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*34.4*	*0.0*	*0.0*	*8.8*	*0.0*	**48.7**
Hatch End	0.0	5.1	0.5	0.0	1.0	0.0	0.0	4.4	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*37.1*	*0.0*	*0.0*	*21.4*	*0.0*	**71.0**
Pinner	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.8	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*32.5*	*0.0*	*0.0*	*3.6*	*0.0*	**39.0**
Ruislip	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*40.2*	*0.0*	*0.0*	*0.0*	*0.0*	**41.2**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	*0.0*	*0.0*	*28.8*	*0.0*	*1.4*	**32.0**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*39.2*	*0.0*	*0.0*	**39.4**
Northwood	0.7	0.5	0.0	0.0	0.0	0.0	1.1	12.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*16.5*	*0.0*	*0.0*	*0.0*	*0.0*	**31.4**
Barnet	0.0	0.0	0.0	0.3	2.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*36.3*	*0.0*	**39.6**
Stanmore	0.0	0.4	1.6	0.0	1.0	0.0	0.0	4.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*32.8*	*0.0*	**41.9**
Aylesbury	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6	1.3	1.2	0.0	0.0	0.0	*0.0*	*9.4*	*3.4*	*0.0*	*0.0*	**16.6**
Hatfield	0.0	0.0	0.0	0.8	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	1.3	10.0	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*10.7*	**24.6**
Mill Hill	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*31.0*	*0.0*	**32.0**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*16.1*	*0.0*	*0.0*	*0.0*	*0.0*	**18.1**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.8	2.5	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*34.0*	**40.5**
Others | Outside Authority Areas	2.6	1.1	2.7	2.4	5.4	2.7	1.5	1.2	5.5	2.2	2.7	11.9	4.9	2.2	2.6	12.5	4.6	*48.2*	*31.2*	*34.7*	*43.7*	*28.0*	**254.6**
Total	86.4	66.6	32.5	23.7	49.9	37.0	43.3	51.6	30.4	35.3	87.7	52.7	42.9	21.6	157.4	54.7	58.0	*268.5*	*68.0*	*129.1*	*244.4*	*92.5*	1,733.9

Notes:

a. Table 3 x Table 4

2016 Prices

Table 7: Food and Drink Expenditure @ 2026 (£m) (Scenario 2)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	66.0	39.7	4.5	1.0	4.0	0.6	7.8	11.6	3.8	8.3	0.8	1.6	0.0	0.0	0.0	0.0	0.0	*3.8*	*0.0*	*0.0*	*42.0*	*0.0*	**195.4**
Others | Watford	0.0	2.0	0.0	0.8	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.1**
Sub-total | Watford	**66.0**	**41.7**	**4.5**	**1.9**	**4.0**	**0.6**	**7.8**	**12.0**	**3.8**	**8.7**	**0.8**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***3.8***	***0.0***	***0.0***	***42.0***	***0.0***	**199.6**
Bushey	4.9	1.0	15.3	1.0	0.6	0.0	0.0	1.8	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*2.7*	*0.0*	*0.0*	*2.8*	*0.0*	**31.1**
Radlett	3.8	0.5	1.4	9.4	7.6	0.9	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	7.7	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**31.9**
Borehamwood	0.0	0.0	0.3	1.5	19.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.8*	*0.0*	**23.7**
Potters Bar	0.0	0.0	0.0	0.3	0.0	29.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	9.7	0.0	*0.0*	*0.0*	*0.0*	*5.7*	*0.0*	**45.4**
Others | Hertsmere	0.0	0.5	0.3	1.8	1.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.9**
Sub-total | Hertsmere	**8.7**	**2.0**	**17.3**	**14.0**	**28.9**	**30.8**	**0.0**	**1.8**	**0.4**	**1.0**	**0.0**	**0.5**	**0.0**	**0.0**	**7.7**	**9.7**	**0.0**	***2.7***	***0.0***	***0.0***	***11.4***	***0.0***	**137.0**
Rickmansworth	4.6	0.5	0.0	0.0	0.0	0.0	22.2	1.3	8.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*5.4*	*0.0*	*0.0*	*0.0*	*0.0*	**42.8**
Others | Three Rivers	4.1	6.1	0.6	0.0	1.1	0.0	9.0	3.1	5.4	7.0	0.8	0.6	0.0	0.0	1.4	0.0	0.0	*0.0*	*0.0*	*0.0*	*2.8*	*0.0*	**42.1**
Sub-total | Tree Rivers	**8.6**	**6.6**	**0.6**	**0.0**	**1.1**	**0.0**	**31.3**	**4.4**	**13.9**	**7.4**	**0.8**	**0.6**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	***5.4***	***0.0***	***0.0***	***2.8***	***0.0***	**84.9**
Hemel Hempstead	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.9	5.3	55.1	23.2	4.5	0.9	9.2	0.0	0.6	*0.0*	*2.7*	*0.0*	*0.0*	*0.0*	**103.3**
Berkhamsted	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.3	4.7	1.5	6.1	31.6	4.8	0.0	0.0	0.0	*0.0*	*14.5*	*7.8*	*0.0*	*3.1*	**75.1**
Tring	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	2.1	12.0	0.0	0.0	0.0	*0.0*	*7.9*	*3.9*	*0.0*	*0.0*	**27.5**
Others | Dacorum	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.6	13.4	1.6	0.4	0.0	1.4	0.0	0.0	*2.7*	*0.7*	*4.4*	*0.0*	*0.0*	**27.4**
Sub-total | Dacorum	**0.0**	**1.5**	**0.4**	**0.2**	**0.0**	**0.0**	**0.4**	**0.0**	**2.0**	**11.6**	**71.1**	**30.8**	**38.6**	**17.7**	**10.6**	**0.0**	**0.6**	***2.7***	***25.7***	***16.1***	***0.0***	***3.1***	**233.2**
St Albans	0.0	2.5	0.3	4.1	2.6	2.8	0.3	0.6	0.3	2.7	8.1	0.9	0.4	0.0	106.9	12.5	7.0	*0.0*	*0.7*	*0.0*	*0.0*	*5.7*	**158.5**
Harpenden	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.9	0.0	0.0	10.6	0.0	43.6	*0.0*	*0.0*	*1.9*	*0.0*	*4.9*	**63.1**
Others | St Albans	0.8	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.8	0.5	0.0	0.0	10.1	5.4	2.6	*0.0*	*0.0*	*0.0*	*0.0*	*2.9*	**24.8**
Sub-total | St Albans	**0.8**	**3.0**	**0.3**	**4.3**	**2.6**	**3.2**	**0.6**	**0.6**	**0.3**	**3.1**	**9.9**	**2.4**	**0.4**	**0.0**	**127.6**	**17.8**	**53.2**	***0.0***	***0.7***	***1.9***	***0.0***	***13.5***	**246.3**
Sub-total | Authority Areas	84.1	54.8	23.1	20.4	36.7	34.7	40.1	18.8	20.5	31.8	82.6	36.4	39.0	17.7	147.4	27.6	53.7	*14.6*	*26.4*	*18.0*	*56.2*	*16.6*	901.0
Central London	4.1	8.1	6.9	1.9	5.7	0.9	3.9	7.7	3.6	1.6	11.7	7.8	1.7	2.3	17.0	4.9	3.6	*13.9*	*3.6*	*7.7*	*18.0*	*3.9*	**140.3**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*19.5*	*0.0*	*0.0*	*0.0*	*0.0*	**19.5**
Harrow	3.0	2.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*37.9*	*0.0*	*0.0*	*9.8*	*0.0*	**53.7**
Hatch End	0.0	5.6	0.6	0.0	1.1	0.0	0.0	4.8	1.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*40.9*	*0.0*	*0.0*	*23.7*	*0.0*	**78.4**
Pinner	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.9	1.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*35.8*	*0.0*	*0.0*	*4.0*	*0.0*	**43.0**
Ruislip	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*44.3*	*0.0*	*0.0*	*0.0*	*0.0*	**45.5**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	*0.0*	*0.0*	*32.3*	*0.0*	*1.5*	**35.8**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*44.0*	*0.0*	*0.0*	**44.2**
Northwood	0.8	0.5	0.0	0.0	0.0	0.0	1.2	13.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*18.2*	*0.0*	*0.0*	*0.0*	*0.0*	**34.5**
Barnet	0.0	0.0	0.0	0.3	2.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*40.3*	*0.0*	**44.0**
Stanmore	0.0	0.5	1.8	0.0	1.2	0.0	0.0	5.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*36.4*	*0.0*	**46.4**
Aylesbury	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6	1.5	1.3	0.0	0.0	0.0	*0.0*	*10.4*	*3.8*	*0.0*	*0.0*	**18.3**
Hatfield	0.0	0.0	0.0	0.8	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	1.4	11.0	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*11.9*	**27.2**
Mill Hill	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*34.4*	*0.0*	**35.6**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*17.8*	*0.0*	*0.0*	*0.0*	*0.0*	**20.0**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.8	0.6	*0.0*	*0.0*	*0.0*	*0.0*	*37.8*	**44.9**
Others | Outside Authority Areas	2.8	1.2	2.9	2.6	6.0	3.0	1.6	1.3	6.0	2.4	3.0	13.2	5.4	2.4	2.9	13.8	5.0	*53.2*	*34.2*	*38.9*	*48.6*	*31.2*	**281.7**
Total	94.9	73.0	35.8	26.1	55.1	40.8	47.2	56.2	33.1	38.4	97.3	58.5	47.6	24.0	172.5	59.9	63.6	*296.1*	*74.6*	*144.7*	*271.5*	*102.9*	1,913.9

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 8: Food and Drink Expenditure @ 2031 (£m) (Scenario 2)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	72.6	43.6	5.0	1.2	4.4	0.7	8.5	12.6	4.2	9.1	0.9	1.8	0.0	0.0	0.0	0.0	0.0	*4.2*	*0.0*	*0.0*	*46.4*	*0.0*	**215.0**
Others | Watford	0.0	2.2	0.0	0.9	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**4.5**
Sub-total | Watford	**72.6**	**45.8**	**5.0**	**2.1**	**4.4**	**0.7**	**8.5**	**13.1**	**4.2**	**9.5**	**0.9**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***4.2***	***0.0***	***0.0***	***46.4***	***0.0***	**219.6**
Bushey	5.4	1.1	16.9	1.1	0.6	0.0	0.0	1.9	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*3.0*	*0.0*	*0.0*	*3.2*	*0.0*	**34.3**
Radlett	4.2	0.5	1.6	10.4	8.4	1.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	8.5	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**35.2**
Borehamwood	0.0	0.0	0.3	1.6	21.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.2*	*0.0*	**26.2**
Potters Bar	0.0	0.0	0.0	0.3	0.0	32.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	10.7	0.0	*0.0*	*0.0*	*0.0*	*6.3*	*0.0*	**50.2**
Others | Hertsmere	0.0	0.6	0.3	2.0	1.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**5.4**
Sub-total | Hertsmere	**9.6**	**2.2**	**19.1**	**15.5**	**32.0**	**34.1**	**0.0**	**1.9**	**0.5**	**1.1**	**0.0**	**0.5**	**0.0**	**0.0**	**8.5**	**10.7**	**0.0**	***3.0***	***0.0***	***0.0***	***12.6***	***0.0***	**151.2**
Rickmansworth	5.0	0.6	0.0	0.0	0.0	0.0	24.3	1.5	9.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*5.9*	*0.0*	*0.0*	*0.0*	*0.0*	**46.9**
Others | Three Rivers	4.5	6.7	0.6	0.0	1.2	0.0	9.9	3.3	5.9	7.7	0.9	0.7	0.0	0.0	1.5	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.2*	*0.0*	**46.1**
Sub-total | Tree Rivers	**9.5**	**7.2**	**0.6**	**0.0**	**1.2**	**0.0**	**34.1**	**4.8**	**15.2**	**8.1**	**0.9**	**0.7**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	***5.9***	***0.0***	***0.0***	***3.2***	***0.0***	**93.0**
Hemel Hempstead	0.0	0.0	0.4	0.0	0.0	0.0	0.5	0.0	1.0	5.7	61.2	25.7	5.0	1.0	10.1	0.0	0.6	*0.0*	*3.0*	*0.0*	*0.0*	*0.0*	**114.3**
Berkhamsted	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.3	5.1	1.7	6.7	35.1	5.3	0.0	0.0	0.0	*0.0*	*15.9*	*8.6*	*0.0*	*3.4*	**83.1**
Tring	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	2.3	13.3	0.0	0.0	0.0	*0.0*	*8.7*	*4.3*	*0.0*	*0.0*	**30.4**
Others | Dacorum	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.8	14.9	1.8	0.4	0.0	1.5	0.0	0.0	*3.0*	*0.7*	*4.9*	*0.0*	*0.0*	**30.3**
Sub-total | Dacorum	**0.0**	**1.7**	**0.4**	**0.2**	**0.0**	**0.0**	**0.5**	**0.0**	**2.2**	**12.6**	**78.9**	**34.2**	**42.9**	**19.7**	**11.6**	**0.0**	**0.6**	***3.0***	***28.2***	***17.9***	***0.0***	***3.4***	**258.1**
St Albans	0.0	2.8	0.3	4.5	2.9	3.1	0.4	0.7	0.3	3.0	9.0	1.1	0.4	0.0	117.4	13.7	7.7	*0.0*	*0.7*	*0.0*	*0.0*	*6.4*	**174.2**
Harpenden	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.4	0.0	1.1	0.0	0.0	11.7	0.0	47.9	*0.0*	*0.0*	*2.2*	*0.0*	*5.4*	**69.3**
Others | St Albans	0.9	0.6	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	2.0	0.5	0.0	0.0	11.1	5.9	2.8	*0.0*	*0.0*	*0.0*	*0.0*	*3.2*	**27.3**
Sub-total | St Albans	**0.9**	**3.3**	**0.3**	**4.8**	**2.9**	**3.6**	**0.7**	**0.7**	**0.3**	**3.4**	**11.0**	**2.6**	**0.4**	**0.0**	**140.1**	**19.6**	**58.4**	***0.0***	***0.7***	***2.2***	***0.0***	***15.0***	**270.9**
Sub-total | Authority Areas	92.5	60.2	25.5	22.5	40.5	38.3	43.8	20.5	22.4	34.7	91.7	40.4	43.3	19.7	161.8	30.3	59.0	*16.0*	*28.9*	*20.0*	*62.2*	*18.4*	992.7
Central London	4.5	8.9	7.6	2.1	6.3	1.0	4.3	8.4	4.0	1.8	13.0	8.6	1.9	2.6	18.6	5.3	3.9	*15.3*	*3.9*	*8.5*	*19.9*	*4.3*	**154.7**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*21.5*	*0.0*	*0.0*	*0.0*	*0.0*	**21.5**
Harrow	3.4	2.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*41.8*	*0.0*	*0.0*	*10.9*	*0.0*	**59.1**
Hatch End	0.0	6.1	0.6	0.0	1.2	0.0	0.0	5.2	1.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*45.0*	*0.0*	*0.0*	*26.3*	*0.0*	**86.3**
Pinner	0.0	0.0	0.3	0.0	0.0	0.0	0.4	1.0	1.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*39.4*	*0.0*	*0.0*	*4.4*	*0.0*	**47.3**
Ruislip	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*48.8*	*0.0*	*0.0*	*0.0*	*0.0*	**50.0**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	*0.0*	*0.0*	*35.9*	*0.0*	*1.7*	**39.8**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*48.9*	*0.0*	*0.0*	**49.1**
Northwood	0.9	0.6	0.0	0.0	0.0	0.0	1.3	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*20.0*	*0.0*	*0.0*	*0.0*	*0.0*	**37.8**
Barnet	0.0	0.0	0.0	0.4	3.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*44.6*	*0.0*	**48.6**
Stanmore	0.0	0.5	2.0	0.0	1.3	0.0	0.0	5.5	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*40.3*	*0.0*	**51.2**
Aylesbury	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.7	1.6	1.4	0.0	0.0	0.0	*0.0*	*11.4*	*4.2*	*0.0*	*0.0*	**20.2**
Hatfield	0.0	0.0	0.0	0.9	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	1.5	12.0	0.7	*0.0*	*0.0*	*0.0*	*0.0*	*13.2*	**30.0**
Mill Hill	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*38.1*	*0.0*	**39.4**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*19.5*	*0.0*	*0.0*	*0.0*	*0.0*	**21.9**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.1	3.0	0.7	*0.0*	*0.0*	*0.0*	*0.0*	*41.9*	**49.8**
Others | Outside Authority Areas	3.1	1.3	3.3	2.9	6.6	3.3	1.7	1.4	6.6	2.7	3.4	14.7	6.0	2.7	3.1	15.1	5.5	*58.5*	*37.5*	*43.3*	*53.8*	*34.6*	**311.0**
Total	104.3	80.3	39.6	28.9	61.0	45.2	51.5	61.4	36.2	42.0	108.0	64.9	52.9	26.6	189.4	65.8	69.8	*325.9*	*81.7*	*160.9*	*300.5*	*114.2*	2,110.7

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 9: Food and Drink Expenditure @ 2036 (£m) (Scenario 2)

Destination	Watford		Hertsmere				Three Rivers				Dacorum				St.Albans			*Inflow*					Total
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 18	Zone 19	Zone 21	*Zone 15*	*Zone 16*	*Zone 17*	*Zone 20*	*Zone 22*	
Watford	79.7	47.9	5.5	1.3	4.9	0.8	9.2	13.8	4.6	9.9	1.0	1.9	0.0	0.0	0.0	0.0	0.0	*4.5*	*0.0*	*0.0*	*51.2*	*0.0*	**236.1**
Others | Watford	0.0	2.4	0.0	1.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**5.0**
Sub-total | Watford	**79.7**	**50.3**	**5.5**	**2.3**	**4.9**	**0.8**	**9.2**	**14.3**	**4.6**	**10.3**	**1.0**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	***4.5***	***0.0***	***0.0***	***51.2***	***0.0***	**241.1**
Bushey	5.9	1.2	18.7	1.3	0.7	0.0	0.0	2.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*3.2*	*0.0*	*0.0*	*3.5*	*0.0*	**37.7**
Radlett	4.6	0.6	1.7	11.5	9.2	1.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	9.3	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**38.7**
Borehamwood	0.0	0.0	0.4	1.8	23.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.5*	*0.0*	**28.9**
Potters Bar	0.0	0.0	0.0	0.3	0.0	35.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	11.7	0.0	*0.0*	*0.0*	*0.0*	*7.0*	*0.0*	**55.3**
Others | Hertsmere	0.0	0.6	0.3	2.2	2.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	**6.0**
Sub-total | Hertsmere	**10.5**	**2.4**	**21.1**	**17.1**	**35.3**	**37.6**	**0.0**	**2.1**	**0.5**	**1.2**	**0.0**	**0.6**	**0.0**	**0.0**	**9.3**	**11.7**	**0.0**	***3.2***	***0.0***	***0.0***	***13.9***	***0.0***	**166.6**
Rickmansworth	5.5	0.6	0.0	0.0	0.0	0.0	26.5	1.6	10.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*6.5*	*0.0*	*0.0*	*0.0*	*0.0*	**51.2**
Others | Three Rivers	4.9	7.3	0.7	0.0	1.4	0.0	10.8	3.6	6.5	8.4	1.0	0.8	0.0	0.0	1.7	0.0	0.0	*0.0*	*0.0*	*0.0*	*3.5*	*0.0*	**50.5**
Sub-total | Tree Rivers	**10.4**	**7.9**	**0.7**	**0.0**	**1.4**	**0.0**	**37.2**	**5.2**	**16.6**	**8.8**	**1.0**	**0.8**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	***6.5***	***0.0***	***0.0***	***3.5***	***0.0***	**101.7**
Hemel Hempstead	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.0	1.1	6.3	67.8	28.5	5.6	1.1	11.1	0.0	0.7	*0.0*	*3.2*	*0.0*	*0.0*	*0.0*	**126.4**
Berkhamsted	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.4	5.6	1.9	7.5	38.9	5.9	0.0	0.0	0.0	*0.0*	*17.3*	*9.5*	*0.0*	*3.8*	**91.7**
Tring	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	2.6	14.8	0.0	0.0	0.0	*0.0*	*9.5*	*4.8*	*0.0*	*0.0*	**33.5**
Others | Dacorum	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.9	16.5	1.9	0.5	0.0	1.7	0.0	0.0	*3.2*	*0.8*	*5.5*	*0.0*	*0.0*	**33.5**
Sub-total | Dacorum	**0.0**	**1.8**	**0.5**	**0.3**	**0.0**	**0.0**	**0.5**	**0.0**	**2.4**	**13.8**	**87.5**	**37.9**	**47.5**	**21.8**	**12.8**	**0.0**	**0.7**	***3.2***	***30.8***	***19.8***	***0.0***	***3.8***	**285.1**
St Albans	0.0	3.0	0.4	5.0	3.2	3.4	0.4	0.7	0.4	3.3	10.0	1.2	0.5	0.0	128.8	15.0	8.4	*0.0*	*0.8*	*0.0*	*0.0*	*7.0*	**191.3**
Harpenden	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0	0.5	0.0	1.2	0.0	0.0	12.8	0.0	52.5	*0.0*	*0.0*	*2.4*	*0.0*	*6.0*	**76.1**
Others | St Albans	0.9	0.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.2	0.6	0.0	0.0	12.2	6.5	3.1	*0.0*	*0.0*	*0.0*	*0.0*	*3.5*	**30.0**
Sub-total | St Albans	**0.9**	**3.6**	**0.4**	**5.3**	**3.2**	**3.9**	**0.8**	**0.7**	**0.4**	**3.7**	**12.2**	**2.9**	**0.5**	**0.0**	**153.7**	**21.5**	**64.0**	***0.0***	***0.8***	***2.4***	***0.0***	***16.5***	**297.4**
Sub-total | Authority Areas	101.5	66.1	28.2	24.9	44.7	42.3	47.8	22.4	24.4	37.9	101.6	44.7	48.0	21.8	177.5	33.2	64.7	*17.5*	*31.6*	*22.1*	*68.6*	*20.3*	1,091.9
Central London	4.9	9.8	8.4	2.3	6.9	1.2	4.7	9.1	4.3	1.9	14.4	9.6	2.1	2.8	20.4	5.8	4.3	*16.7*	*4.3*	*9.4*	*21.9*	*4.8*	**170.2**
Eastcote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*23.6*	*0.0*	*0.0*	*0.0*	*0.0*	**23.6**
Harrow	3.7	2.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*45.7*	*0.0*	*0.0*	*12.0*	*0.0*	**64.9**
Hatch End	0.0	6.7	0.7	0.0	1.4	0.0	0.0	5.7	1.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*49.3*	*0.0*	*0.0*	*29.0*	*0.0*	**94.7**
Pinner	0.0	0.0	0.4	0.0	0.0	0.0	0.4	1.0	1.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*43.2*	*0.0*	*0.0*	*4.9*	*0.0*	**51.9**
Ruislip	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*53.4*	*0.0*	*0.0*	*0.0*	*0.0*	**54.8**
Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	*0.0*	*0.0*	*39.7*	*0.0*	*1.9*	**43.9**
Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	*0.0*	*0.0*	*54.0*	*0.0*	*0.0*	**54.3**
Northwood	0.9	0.6	0.0	0.0	0.0	0.0	1.4	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*21.9*	*0.0*	*0.0*	*0.0*	*0.0*	**41.4**
Barnet	0.0	0.0	0.0	0.4	3.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*49.2*	*0.0*	**53.6**
Stanmore	0.0	0.6	2.2	0.0	1.4	0.0	0.0	6.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*44.4*	*0.0*	**56.4**
Aylesbury	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.8	1.8	1.6	0.0	0.0	0.0	*0.0*	*12.4*	*4.7*	*0.0*	*0.0*	**22.2**
Hatfield	0.0	0.0	0.0	1.0	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.7	13.2	0.7	*0.0*	*0.0*	*0.0*	*0.0*	*14.5*	**33.0**
Mill Hill	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*0.0*	*0.0*	*0.0*	*42.0*	*0.0*	**43.4**
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*21.4*	*0.0*	*0.0*	*0.0*	*0.0*	**24.0**
Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.4	3.3	0.7	*0.0*	*0.0*	*0.0*	*0.0*	*46.2*	**54.8**
Others | Outside Authority Areas	3.4	1.4	3.6	3.2	7.3	3.6	1.9	1.5	7.2	2.9	3.7	16.3	6.7	3.0	3.5	16.6	6.0	*64.1*	*41.0*	*47.8*	*59.3*	*38.1*	**342.0**
Total	114.5	88.2	43.7	31.9	67.3	49.8	56.2	66.9	39.4	45.8	119.7	71.9	58.6	29.5	207.7	72.2	76.5	***356.8***	***89.3***	***177.8***	***331.3***	***125.8***	2,320.8

Notes:

a. Table 3 x Table 4

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 10: Food and Drink Available Expenditure (£m) (Scenario 2)

Destination	2017	2021	2026	2031	2036
Available Expenditure					
Watford	167.1	177.7	195.4	215.0	236.1
Others | Watford	3.5	3.8	4.1	4.5	5.0
Sub-total | Watford	**170.6**	**181.5**	**199.6**	**219.6**	**241.1**
Bushey	26.5	28.2	31.1	34.3	37.7
Radlett	27.2	29.0	31.9	35.2	38.7
Borehamwood	20.1	21.4	23.7	26.2	28.9
Potters Bar	38.6	41.2	45.4	50.2	55.3
Others | Hertsmere	4.2	4.4	4.9	5.4	6.0
Sub-total | Hertsmere	**116.5**	**124.2**	**137.0**	**151.2**	**166.6**
Rickmansworth	37.1	39.2	42.8	46.9	51.2
Others | Three Rivers	36.3	38.5	42.1	46.1	50.5
Sub-total | Tree Rivers	**73.5**	**77.7**	**84.9**	**93.0**	**101.7**
Hemel Hempstead	87.4	93.3	103.3	114.3	126.4
Berkhamsted	63.5	67.9	75.1	83.1	91.7
Tring	23.2	24.8	27.5	30.4	33.5
Others | Dacorum	23.1	24.8	27.4	30.3	33.5
Sub-total | Dacorum	**197.2**	**210.7**	**233.2**	**258.1**	**285.1**
St Albans	136.0	144.3	158.5	174.2	191.3
Harpenden	54.1	57.4	63.1	69.3	76.1
Others | St Albans	21.3	22.6	24.8	27.3	30.0
Sub-total | St Albans	**211.4**	**224.3**	**246.3**	**270.9**	**297.4**
Total	**769.1**	**818.4**	**901.0**	**992.7**	**1,091.9**

Notes:

a. Table 5-9

Table 11: Food and Drink Benchmark Turnover (£m) (Scenario 2)

Destination	2017	2021	2026	2031	2036
Benchmark Turnover					
Watford	167.1	179.6	200.8	223.9	249.6
Others | Watford	3.5	3.8	4.3	4.7	5.3
Sub-total | Watford	**170.6**	**183.4**	**205.1**	**228.6**	**254.9**
Bushey	26.5	28.4	31.8	35.5	39.5
Radlett	27.2	29.3	32.7	36.5	40.7
Borehamwood	20.1	21.6	24.1	26.9	30.0
Potters Bar	38.6	41.5	46.4	51.8	57.7
Others | Hertsmere	4.2	4.5	5.0	5.6	6.2
Sub-total | Hertsmere	**116.5**	**125.3**	**140.1**	**156.2**	**174.1**
Rickmansworth	37.1	39.9	44.6	49.8	55.5
Others | Three Rivers	36.3	39.1	43.7	48.7	54.3
Sub-total | Tree Rivers	**73.5**	**79.0**	**88.3**	**98.5**	**109.8**
Hemel Hempstead	87.4	93.9	105.0	117.1	130.6
Berkhamsted	63.5	68.2	76.3	85.1	94.8
Tring	23.2	24.9	27.9	31.1	34.6
Others | Dacorum	23.1	24.9	27.8	31.0	34.6
Sub-total | Dacorum	**197.2**	**211.9**	**237.0**	**264.2**	**294.6**
St Albans	136.0	146.2	163.5	182.3	203.3
Harpenden	54.1	58.1	65.0	72.5	80.8
Others | St Albans	21.3	22.8	25.5	28.5	31.8
Sub-total | St Albans	**211.4**	**227.2**	**254.1**	**283.3**	**315.8**
Total	**769.1**	**826.8**	**924.5**	**1,030.8**	**1,149.2**

Notes:

a. Table 5-9

b. Turnover projected forward using forecast sales density efficiencies taken from Experian Retail Planner Briefing Note 15

Table 12: Food and Drink Surplus Expenditure (£m) (Scenario 2)

Destination	2017	2021	2026	2031	2036
Surplus Expenditure					
Watford	-	-1.9	-5.4	-8.9	-13.5
Others | Watford	-	0.0	-0.1	-0.2	-0.3
Sub-total | Watford	**-**	**-1.9**	**-5.5**	**-9.1**	**-13.8**
Bushey	-	-0.2	-0.7	-1.2	-1.8
Radlett	-	-0.3	-0.8	-1.3	-2.0
Borehamwood	-	-0.1	-0.4	-0.7	-1.1
Potters Bar	-	-0.3	-1.0	-1.6	-2.4
Others | Hertsmere	-	0.0	-0.1	-0.2	-0.3
Sub-total | Hertsmere	-	**-1.1**	**-3.1**	**-5.0**	**-7.5**
Rickmansworth	-	-0.7	-1.8	-2.9	-4.3
Others | Three Rivers	-	-0.6	-1.6	-2.6	-3.8
Sub-total | Tree Rivers	-	**-1.3**	**-3.4**	**-5.5**	**-8.1**
Hemel Hempstead	-	-0.6	-1.8	-2.8	-4.2
Berkhamsted	-	-0.4	-1.2	-2.0	-3.2
Tring	-	-0.1	-0.4	-0.7	-1.1
Others | Dacorum	-	-0.1	-0.4	-0.7	-1.1
Sub-total | Dacorum	-	**-1.2**	**-3.8**	**-6.1**	**-9.5**
St Albans	-	-1.9	-5.1	-8.1	-12.0
Harpenden	-	-0.7	-1.9	-3.1	-4.7
Others | St Albans	-	-0.3	-0.7	-1.2	-1.8
Sub-total | St Albans	-	**-2.9**	**-7.7**	**-12.4**	**-18.4**
Total	**-**	**-8.3**	**-23.5**	**-38.0**	**-57.4**

Notes:

a. Table 10 - Table 11

2016 Prices

Table 13: Food and Drink Floorspace Capacity (sq m) (Scenario 2)

Destination	2017	2021	2026	2031	2036
Sales Density (£ per sq m)	5,000	5,375	6,010	6,701	7,471
Surplus Expenditure					
Watford	-	-344.3	-894.7	-1,325.6	-1,807.1
Others | Watford	-	-8.9	-21.2	-30.3	-40.0
Sub-total | Watford	**-**	**-353.2**	**-915.9**	**-1,355.9**	**-1,847.2**
Bushey	-	-46.2	-121.8	-178.0	-243.2
Radlett	-	-57.2	-139.8	-198.2	-263.1
Borehamwood	-	-27.1	-74.2	-106.7	-146.3
Potters Bar	-	-62.0	-163.9	-237.0	-322.6
Others | Hertsmere	-	-7.2	-18.0	-25.3	-33.8
Sub-total | Hertsmere	-	**-199.7**	**-517.6**	**-745.2**	**-1,009.0**
Rickmansworth	-	-124.9	-295.6	-431.2	-573.3
Others | Three Rivers	-	-111.8	-265.2	-384.3	-509.1
Sub-total | Tree Rivers	-	**-236.6**	**-560.8**	**-815.5**	**-1,082.4**
Hemel Hempstead	-	-112.0	-296.6	-412.2	-557.0
Berkhamsted	-	-67.6	-196.9	-294.4	-423.7
Tring	-	-22.6	-68.3	-104.6	-152.8
Others | Dacorum	-	-19.6	-63.5	-97.1	-142.9
Sub-total | Dacorum	-	**-221.8**	**-625.3**	**-908.3**	**-1,276.4**
St Albans	-	-351.8	-841.9	-1,206.6	-1,603.1
Harpenden	-	-132.8	-322.6	-466.8	-627.6
Others | St Albans	-	-49.7	-121.3	-174.7	-235.4
Sub-total | St Albans	-	**-534.3**	**-1,285.8**	**-1,848.1**	**-2,466.2**
Total	**-**	**-1,545.6**	**-3,905.3**	**-5,673.1**	**-7,681.2**

Notes:

a. Table 12

2016 Prices

Appendix I | Planning Policy Commentary

Plan	Extant Town Centre Policies	Recommendation
Dacorum Borough Council		
Local Plan (2004)	POLICY 43 SHOPPING AREAS IN LOCAL CENTRES Each local centre contains a shopping area (see table below). In shopping areas with less than 8 shops, permission will not be granted for a change of use involving the loss of a shop use at street level. In larger shopping areas, the loss of a shop use will not be permitted at street level unless: (a) at least 60% of the total frontage remains in shop use, and an appropriate range of local shops remains; (b) the alternative use is appropriate to the commercial functioning of the area; and (c) non-retail uses are dispersed throughout the area.	The principle of this policy is supported by NPPF paragraph 23 (bullet points 1 and 3) which give local authorities support for pursuing policies to support town centre vitality and viability, and to set policies which make clear which uses will be permitted in designated centres. In practice though, this policy is considered too precise for modern centres, which increasingly accommodate a range of town centre uses which might not be 'shops' (e.g. estate agents or cafes). We would recommend broadening the frontage target to 'town centre uses'. In that context though, the Council may choose to increase the figure above 60%. By relating only to 'street level', the Policy accords with NPPF guidance on recognising the importance of residential development in the vitality of centres (usually on upper floors).
Local Plan (2004)	POLICY 44 SHOPPING DEVELOPMENT OUTSIDE EXISTING CENTRES	Policy 38 has been deleted, and so the cross-referral parts of this policy are outdated.

Plan	Extant Town Centre Policies	Recommendation
	Shopping proposals outside defined centres will be required to demonstrate that a sequential approach to site selection has been followed in accordance with Policy 38 and that there is a need for the development in relation to: (a) the quantitative requirement for additional floorspace; and (b) the qualitative need for the facility. In the case of all major shopping schemes a trade capacity and impact study may be required from an applicant to assist the Council's assessment of the proposal. Shopping development will only be permitted outside existing centres if it meets these tests and it: (i) does not result in an over provision of floorspace likely to damage the main shopping hierarchy in Dacorum or adjoining Districts; (ii) would not seriously affect the vitality or viability of nearby town or local centres; (iii) would not prejudice future investment in existing centres; (iv) provides a necessary extension of the range and diversity of outlets available to shoppers; (v) is easily and safely accessible by a choice of means of transport, including passenger transport, as well as by cyclists, pedestrians and people with disabilities; (vi) would help reduce the need to travel.	The broad wording of the policy is also out-dated as it is prefaced on a requirement to demonstrate 'need'. This wording derives from a previous planning regime. The modern tests are assessment for impact and compliance with the sequential test. The second part of the policy is largely compliant with modern retail policy guidance as it relates to the impact test. We would recommend deleting criteria (i) as it duplicates elements of (ii) below. We would suggest replacing 'seriously affect' with 'result in significant adverse impact' under criteria (ii) in order to match the wording of the NPPF (Paragraph 27). Criteria (iii) should be expanded to relate to the impact on 'existing, committed and planned public and private investment', also in keeping with NPPF (Paragraph 26). Criteria (iv) might better relate to 'meeting local consumer choice' in line with the wording of the NPPF (Paragraph 26).
Local Plan (2004)	POLICY 45 SCATTERED LOCAL SHOPS	This is a local policy which should still carry weight.

Plan	Extant Town Centre Policies	Recommendation
	The loss of individual local shops outside town centres and local centres to alternative uses will not be permitted unless: (a) there is another shop similar in use available for customers within convenient walking distance, or, in the absence of such an alternative, all reasonable attempts to sell or let the premises for shop purposes have failed; and (b) the alternative use complements the function and character of the area. Additional small local shops may be permitted in exceptional circumstances where there is a proven need.	The Council may wish to consider whether balancing the need for residential development is referenced as a potential exception clause in future policy wording. The final sentence should be amended to omit there being requirement to demonstrate a 'need', and instead refer to the requirement to demonstrate that there would be no significant adverse impact.
Local Plan (2004)	POLICY 46 GARDEN CENTRES Each proposal for a garden centre will be assessed according to the: (a) location of the site; (b) size of the site; (c) nature of the use; (d) amount of building; (e) traffic generation; (f) adequacy of the access; (g) parking requirement; and (h) quality of the landscaping. In terms of general location, a garden centre will be acceptable within a settlement where shopping is appropriate. Elsewhere in a settlement or at its edge with the countryside a garden centre may be permitted if; (i) the use is	This is a local policy which can still carry weight.

Plan	Extant Town Centre Policies	Recommendation
	not intrusive; and (ii) it significantly enhances the appearance of the land. In the open countryside of the Green Belt and the Rural Area a garden centre will not be permitted except as a reuse of redundant buildings. No addition to these buildings will be permitted unless the development is very small in scale and has no detrimental effect on the character and the appearance of the countryside. An incremental increase in the amount of building will not be accepted.	
Local Plan (2004)	POLICY 47 AMUSEMENT CENTRES Each proposal for an amusement centre will be assessed in relation to: (a) the nature of the use; (b) potential noise and disturbance to residents; (c) appearance; and (d) the location of the premises. Locations outside town centres and local centres will not be accepted, nor will locations within main shopping frontages (see Policy 42).	The policy is partially out-dated as Policy 42 has been deleted. If the Council chooses to preserve a policy on amusement centres, the reference to 'main shopping frontages' should be updated to 'primary frontage' where they exist, or 'primary shopping area' where they do not. We would also suggest that the Council defines precisely what is meant by an amusement centre given the rise of gaming arcades, soft-play centres, trampoline parks etc., alongside more traditional amusement arcades.
Local Plan (2004)	POLICY 48 WINDOW DISPLAYS Planning permission for non-shop uses at street level in shopping areas will normally be subject to a condition requiring the provision and retention of a "shop" window display.	This is a local policy which can still carry weight. We would recommend replacing 'shopping areas' with either 'primary shopping area' or 'town centre boundary', depending on how widely protection is required.

<table>
<tr><th>Plan</th><th>Extant Town Centre Policies</th><th>Recommendation</th></tr>
<tr>
<td>Core Strategy (2013)</td>
<td>POLICY CS16: Shops and Commerce

The main retail hierarchy of town centres and local centres (listed in Table 5) will be strengthened by encouraging appropriate new retail development and retaining sufficient existing shops in these centres.

New retail development will be assessed in terms of its location, scale and impact. It will be permitted if it accords with the retail hierarchy and conforms to the sequential approach. Most retail development will be directed to the town and local centres.

Opportunities will be given to provide capacity for the following amounts of floorspace if there is demand:

<table>
<tr><th rowspan="2">Town Centre</th><th colspan="3">Square Metres (net)</th><th></th></tr>
<tr><th>Comparison</th><th>Convenience</th><th>Total</th><th></th></tr>
<tr><td>Hemel Hempstead</td><td>15,500
32,000
47,500</td><td>

6,000</td><td>

53,500</td><td>2009-2021
2022-2031
Total</td></tr>
<tr><td>Berkhamsted</td><td>6,000</td><td>1,000</td><td>7,000</td><td rowspan="2">Total</td></tr>
<tr><td>Tring</td><td>2,500</td><td>750</td><td>3,250</td></tr>
</table>

New retail floorspace will only be permitted outside of defined centres if the proposal complies with the sequential approach and demonstrates a positive overall outcome in terms of the impact assessment.

Hemel Hempstead will be the main destination for comparison goods shopping, leisure, entertainment and civic and cultural activities. Other centres will provide core shopping facilities and services for their local communities.

Development proposals that promote a diverse evening economy in the town</td>
<td>References to the retail hierarchy and capacity figures will need updating in line with the recommendations of our report.

The phrase “…and demonstrates a positive overall outcome in terms of the impact assessment” implies that new retail development outside defined town centre would only be permissible if there was a positive impact. Whilst aspirational, this sets the bar too high in terms of NPPF guidance which instead requires that there is no ‘significant adverse impact’ on the range of factors set out in its Paragraph 26. The policy should be re-worded accordingly.</td>
</tr>
</table>

Plan	Extant Town Centre Policies	Recommendation
	centres will be supported provided that their social and environmental impacts are controlled.	
Site Allocations (2017)	POLICY SA7: Shopping Areas in Town Centres Each town centre contains a key shopping area which comprises: (a) Primary frontage; and (b) Secondary frontage as shown on the Policies Map. Within the key shopping area, all new development should provide an active frontage at ground floor level, contribute to the vibrancy of the centre and promote the objectives of the relevant Place Strategy. In Hemel Hempstead town centre, development should comply with Policy CS33 and support the strategy for each character zone set out in the Town Centre Master Plan. Within primary frontages, the following uses will be permitted at ground floor level: (a) A1 (shops); (b) A3 (restaurants and cafes); and (c) D2 (assembly and leisure). Within secondary frontages, the following uses will be permitted at ground floor level:	Reference to a 'key shopping area' should be updated to 'primary shopping area' to conform to NPPF guidance.

Plan	Extant Town Centre Policies	Recommendation
	(a) A1 (shops); (b) A2 (financial and professional services); (c) A3 (restaurants and cafes); (d) A4 (drinking establishments); (e) A5 (hot food takeaways); (f) D1 (non-residential institutions); and (g) D2 (assembly and leisure).	

Hertsmere Borough

Core Strategy (2013)	Policy CS27 Town centre strategy Development within the designated town, district or neighbourhood centres of Borehamwood, Potters Bar, Bushey and Radlett will be permitted provided that it maintains their primary retail function and wider role as a focus for business, leisure, cultural and other appropriate town centre uses (as defined within the NPPF). Retail activity elsewhere should be focused within local centres and parades, which will be expected to retain a core of local shopping facilities and accommodate any new retail development, commensurate to their position within the town, district and neighbourhood centre hierarchy. Proposals for main town centre uses will be considered in accordance with national planning policy set out in the NPPF, including the application of the sequential test and impact assessment as appropriate.	Complies with the NPPF. No suggested changes.
Core Strategy (2013)	Policy CS28 Strengthening town centres The retail function and vitality of designated centres will be reinforced through the designation of primary and secondary shopping frontages in	If our boundary recommendations in Appendix F are accepted, then this policy will need updating to reflect the range of centres considered, as well as the primary and secondary frontages applied to

Plan	Extant Town Centre Policies	Recommendation
	Borehamwood and Potters Bar. There will be a focus on (A1) retail uses within the primary frontages and scope for a wider range of activities in secondary frontages, with an emphasis on a mix of (A1) retail, (A2) financial and professional services and (A3) dining-in establishments. An appropriate proportion of other uses will also be permitted in secondary frontages, including (A4) pubs and bars and (A5) take away uses, together with other appropriate arts, leisure and entertainment uses. Around the periphery of both secondary frontages and local parades, the Council will identify where any opportunities exist for residential accommodation to replace long-term vacant commercial units. Details of frontages and uses will be set out in the Site Allocations and Development Management DPD along with any planned measures for the Council to use compulsory purchase and other powers to address the long term neglect and abandonment of vacant commercial and other property within town centres. Proposals for rural diversification will be supported where they do not conflict with other policies although to protect the role of town centres, further retail development at Battlers Green Farm or further afield at the Willows Farm, will not be sought.	specific centres. We note that Hertsmere will be considering this matter further during the evolution of their Local Plan.
Core Strategy (2013)	Policy CS29 Retail and commercial development in Shenley Small scale retail and commercial development in Shenley should be restricted to suitable sites within existing commercial areas. Locations will be identified in the Site Allocations and Development Management DPD, based on those defined in the Shenley Parish Plan:	This is a local policy which remains compliant.

Plan	Extant Town Centre Policies	Recommendation
	i) along London Road in the south east of the village; and ii) at Andrew Close and the nearby junction between London Road and Porters Park Drive (excluding the reserve school site). Retail and commercial development in identified locations in Shenley should be of a size and scale which primarily serves the local community rather than drawing in large numbers of visitors from further afield.	
Core Strategy (2013)	Policy CS30 Safe and attractive evening economy The Council wishes to promote a range of uses in town centres that cater for the whole community, creating a balanced evening economy including entertainment and late night retailing as well as the provision of a range of eating and drinking establishments. The quantity, type and location of A3, A4, A5 and other evening or late night uses will be controlled, having regard to other Local Plan and Development Plan Document policies, together with the aims and objectives of the Hertsmere Crime and Disorder Reduction Partnership Plan, including the need to reduce anti-social behaviour, crime and the fear of crime. Where new A3, A4 and A5 uses are permitted, financial contributions will be sought for related town centre improvements including additional CCTV, improved lighting and improved signage for CCTV and Alcohol Free Zones. In relation to those areas where concentrations of drinking establishments, night clubs or other evening or late night uses have caused existing anti-social problems, there will be a presumption against further consents for such uses.	Complies with the NPPF. No suggested changes.

<table>
<tr><th>Plan</th><th>Extant Town Centre Policies</th><th>Recommendation</th></tr>
<tr>
<td>Site Allocations and Development Management Policies Plan (2016)</td>
<td>Policy SADM42 - Town and District Centres

The boundaries of town and district centres are shown on the Policies Map i.e:

• Borehamwood Town Centre
• Potters Bar Darkes Lane Local Town Centre
• Potters Bar High Street District Centre
• Radlett Watling Street District Centre
• Bushey High Street District Centre
• Bushey Heath High Road District Centre

The Council will support proposals to improve the facilities, functions and environment of these centres whenever appropriate. Specific proposals are identified on the Policies Map as follows:

<table>
<tr><th>Ref.</th><th>Address</th><th>Proposal</th><th>Planning requirements</th></tr>
<tr><td>TC1</td><td>29-59 Shenley Road and 61-71 Shenley Road, Borehamwood</td><td>Mix of town centre uses</td><td>Active frontages on ground floor fronting Shenley Road, consistent with the range of uses sought in secondary frontages in Policy CS28 and Policy SADM44. Upper floor(s) may be residential and/or office. Design should respect the existing pattern of development along Shenley Road. A general building height of 3 storeys is appropriate. New retail and commercial units should be serviced from the rear. Car parking should also be provided at the rear.</td></tr>
<tr><td>TC2</td><td>Radlett Service Station/Regency House, Former Fire Station and Burrell & Co</td><td>Mix of town centre uses</td><td>Retail/commercial uses on ground floor fronting Watling Street. Community uses required on part of the site to replace former community use, subject to the provisions of Core Strategy Policy CS19 Key Community Facilities. Upper floor(s) may be residential and/or office. Comprehensive redevelopment is preferred, though the site could come forward in stages. Building should not exceed two storeys fronting Watling Street, though it may be possible to utilise roof voids and/or basement space. Design should respect the character and enhance the setting of the adjacent Conservation Area. Consistent and co-ordinated design required across the whole site. Flood risk assessment required. Noise mitigation measures required for residential (and any other noise sensitive) use.</td></tr>
</table>
</td>
<td>The retail hierarchy will need amending in line with the recommendations of our report in Section 9.

We consider that the local impact thresholds are appropriate given the health-check work we have undertaken.</td>
</tr>
</table>

Plan	Extant Town Centre Policies	Recommendation
	New development must also accord with Policy CS27 in the Core Strategy, including the need for impact assessments. In particular the Council will require the submission of an impact assessment for retail, office and leisure proposals in excess of: a) 2,500 square metres on the edge of Borehamwood Town Centre; b) 1,000 square metres elsewhere in Borehamwood; and c) 500 square metres on the edge of a Local Town Centre, or District Centre or anywhere else in the Borough.	
Site Allocations and Development Management Policies Plan (2016)	Policy SADM43 - Primary Frontages In the primary shopping frontages (defined on the Policies Map) the Council will seek to ensure that class A1 (retail shops) predominate in ground floor units. A development proposal which reduces the combined proportion of class A1 and A2 retail uses at ground floor level below 70% within that centre's primary frontage will not be permitted. Changes of use which will result in any loss of class A1 (retail shops), or A2 (financial and professional services) uses will only be permitted where it can be demonstrated that: (i) the development proposal supports the overall retail function of the primary frontage and, in the case of class A3 uses within key shopping areas, does not lead to an over-concentration of such units within the primary frontage; and (ii) the site has been effectively marketed for class A1 and/or A2 uses.	We provide justification for considering omitting primary and secondary frontages from a number of smaller centres in our introduction to Appendix F. If our recommendation was adopted, then the Council could replace 'primary shopping frontages' with 'primary shopping area', and adapt this policy accordingly. Our survey work found that there was a limited evening economy in Borehamwood in particular., The Council should consider, therefore, whether maintaining a 5% restriction on A4 and A5 establishments on the primary frontage is suitable. The policy is absolute at the moment, and it may be helpful to add a marketing clause for long-term vacant units, or wording around exceptional circumstances to provide for any site specific cases

Plan	Extant Town Centre Policies	Recommendation
	Proposals for class A4 (drinking establishments) and A5 (hot food takeaways) uses will not be permitted if the combined proportion of these two types of uses exceeds 5% within primary frontages in Borehamwood, Radlett and Potters Bar; or exceeds 10% within primary frontages in Bushey Village and Bushey Heath. Development proposals for betting shops and pay-day loan shops will not be permitted if they result in an over-concentration of these uses within any primary frontage. Development proposals for uses with a non-active frontage at ground floor level will also not be permitted in primary frontages.	to be made.
Site Allocations and Development Management Policies Plan (2016)	Policy SADM44 - Secondary Frontages In the secondary shopping frontages (defined on the Policies Map) the Council will seek to maintain and encourage class A1 (retail shops), A2 (financial and professional services) and A3 (restaurants and cafes) uses in ground floor units. Changes of use which result in any loss of class A1 (retail shops), A2 (financial and professional services), or A3 (restaurants and cafes) uses will only be permitted where it can be demonstrated that the development proposal does not undermine the overall retail character of the secondary frontage. Proposals for other main town centre uses, including A4 (drinking establishments), A5 (hot food takeaway) and D2 (assembly and leisure) will be permitted where they would not harm the vitality or viability of the frontage and the centre generally, and would not lead to an over-concentration of such uses. New uses will be expected to maintain an active frontage at street level.	Complies with the NPPF. No suggested changes.

Plan	Extant Town Centre Policies	Recommendation
	Development proposals will not be permitted if they will result in an over-concentration of betting shops and pay-day loan shops within any secondary frontage.	
Site Allocations and Development Management Policies Plan (2016)	Policy SADM45 - Smaller Centres, Parades and Individual Shops The Council will, as far as possible, protect class A1 shops within the following designated areas: Local Centres, Key Neighbourhood Parades, Neighbourhood Centres, Neighbourhood Parades, and Individual Shops. Where consent is required, however, proposals that would result in the loss of a shop will be permitted provided: (i) in the case of a Neighbourhood Centre, local residents would still have access to a range and choice of essential shops within reasonable walking distance; (ii) in the case of a Neighbourhood Parade, there is more than one class A1 use remaining unless there is clear evidence to demonstrate that there is no demand for the continued class A1 use and the unit has been marketed effectively for such use; (iii) in the case of Individual Shops, there is clear evidence to demonstrate that there is no demand for the continued class A1 use and the unit has been marketed effectively for such use.	Complies with the NPPF. No suggested changes.

Plan	Extant Town Centre Policies	Recommendation
Site Allocations and Development Management Policies Plan (2016)	Policy SADM46 - Controlling Non-Retail Uses Applications for non-A1 retail uses within the Borough's key shopping areas (defined in Table 3 Shopping Hierarchy) will be permitted where it can be demonstrated that: (i) the nature of the use would not have a significant detrimental impact on the functioning of the centre, parade or frontage and the local area generally; (ii) the concentration or clustering of such uses would not have a significant detrimental impact on the functioning of the centre, parade or frontage and the local area generally; (iii) the proposal would not result in unacceptable levels of noise, odours, traffic, parking demand, general disturbance or disorder and nuisance; and (iv) the proposal would not have an unacceptable negative impact on the retail image of the area in which it is located. Outside of key shopping areas, applications for non-A1 retail uses will be permitted provided that the proposal would not result in unacceptable levels of noise, odour, traffic, parking demand, general disturbance, or disorder and nuisance. Where the proposal is for a hot food takeaway (use class A5), and the premises would be clearly visible from any entrance or access point to a secondary school, it must be demonstrated that the proposed use would not undermine any existing or proposed healthy eating policy at that school.	Complies with the NPPF. No suggested changes.

Plan	Extant Town Centre Policies	Recommendation
Site Allocations and Development Management Policies Plan (2016)	Policy SADM47 - Night-time and Evening Uses Applications for evening economy uses, including entertainment, late night retailing and eating and drinking establishments will be permitted where: (i) the proposal supports the creation of a balanced evening economy; (ii) the likely effects of the proposal, whether individually or cumulatively, would not result in unacceptable impacts in terms of noise, traffic, parking, signage and lighting, general disturbance or problems of disorder and nuisance; (iii) the design of the development is acceptable, as it relates to public safety, crime prevention and the reduction of anti-social behaviour; (iv) arrangements are agreed for mitigating pollution, including noise, odours and emissions; (v) the proposal incorporates access arrangements for people of all ages and abilities; (vi) adequate levels of parking and public transport would be available during the hours of operation; and (vii) the day-time use would not detract from the character and amenity of the surrounding shops and services (i.e. by providing a blank frontage due to closure during the day rather than maintaining an active street frontage).	Complies with the NPPF. No suggested changes.

Plan	Extant Town Centre Policies	Recommendation
Site Allocations and Development Management Policies Plan (2016)	Policy SADM48 - Opportunities for Residential Use The change of use to residential accommodation of ground floor premises will be permitted if: (i) the unit is long term vacant; (ii) there is clear evidence to demonstrate that there is no demand for continued retail or commercial use; (iii) the unit has been marketed effectively for such use; (iv) the site is either outside any designated Key Shopping Area (ref. Table 3: Shopping Hierarchy) or at the outer periphery of a designated Secondary Frontage and would not create or perpetuate a break in the active frontage; (v) local residents would still have access to a range and choice of essential shops and services within the centre or parade, or within reasonable walking distance; (vi) in the case of neighbourhood centres and parades and individual shops it is not the last remaining A1 use; (vii) the use of the unit for residential purposes is consistent with the function and character of the area; (viii) the design of the new frontage is of a high standard which both meets the needs of future occupiers and is sensitive to the appearance of nearby shop	Key Shopping Areas were introduced by the Council in order to bring some Permitted Development applications within planning control. Table 3 in SADM identifies Key Shopping Areas and Paragraph 7.12 explains their importance. We have reviewed these and would endorse the approach adopted.

Plan	Extant Town Centre Policies	Recommendation
	fronts; and (ix) high quality self-contained residential accommodation with a high standard of amenity for occupiers would be provided, consistent with other policies and standards relating to housing and design.	
Site Allocations and Development Management Policies Plan (2016)	Policy SADM49 - Shop Fronts Permission will be granted for well-designed shop fronts which respect the street scene and follow the guidance set out in the Planning and Design Guide SPD.	Complies with the NPPF. Our work has highlighted instances of poor shop frontages in Potters Bar, Radlett, Bushey and Bushey Heath. Cross-reference to the SPD is therefore welcome.

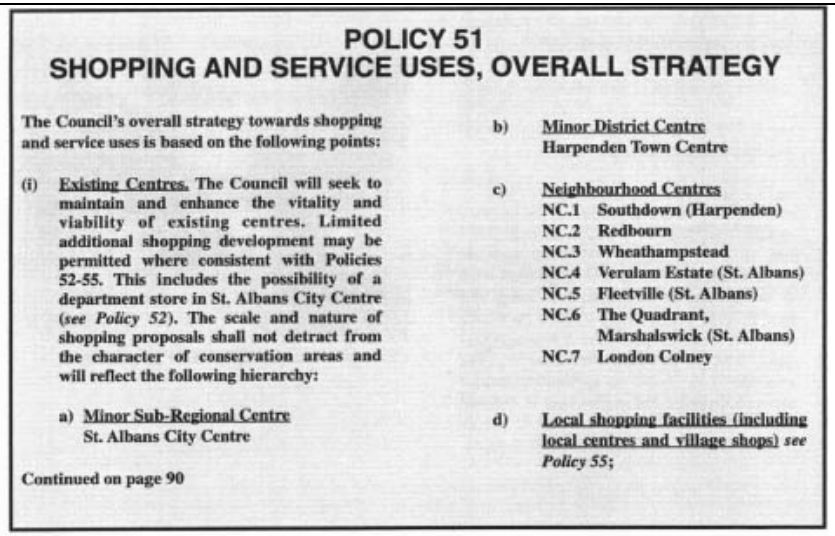
Three Rivers District

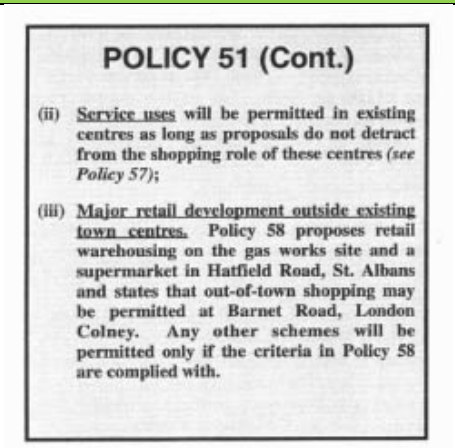
Core Strategy (2011)	CP7 Town Centres and Shopping Where there is an identified need for new town centre development, Town and District centres will be the focus for this development. Retail development will specifically be directed to within the Primary Frontages of these centres. Proposals for new town centre and shopping development will be considered taking into account: a) The location of the proposed development with preference given to centrally located and accessible areas, served by a range of transport modes including public transport b) The impact of development on the viability and vitality of existing centres	This policy is out-dated in a number of aspects: The first line explains that there should be an identified 'need' for town centre development. Demonstrating a need is not necessary under NPPF 'town centres first' approach.

Plan	Extant Town Centre Policies	Recommendation
	and local shops c) The appropriateness of the type and scale of development in relation to the centre and its role, function, character and catchment area. The hierarchy of retail centres and their established character and diversity will be maintained through: d) Protecting and enhancing the vitality and viability of the retail cores of the town and district centres by generally resisting the loss of Class A1 retail uses particularly within their Primary Frontages e) Promoting uses which are complementary to the Primary Frontages, normally within adjoining Secondary Frontages f) Taking account of the contribution of non-retail uses to the vitality and viability of centres, having regard to market conditions and impacts on local amenity g) Protecting and enhancing existing Local Centres and other local shops which cater for local day-to-day needs h) Resisting any future out-of-town retailing that would adversely affect existing centres. Projected increases in expenditure and population will be accommodated and should be spread between all centres so that each becomes increasingly self-sufficient in the provision for day-to-day needs, so reducing the need to travel.	The phrase 'new town centre and shopping development' would ideally be replaced with 'main town centre uses' in order to comply with NPPF phraseology. Criterion h) should be updated to explain that out-of-centre development would only be permitted whereby the sequential test was passed, and it was demonstrated that there was no significant adverse impact on designated centres. The floorspace capacity forecasts will be updated in line with the recommendations of our report. We consider that criterion k) is likely to be too prohibitive. The Council should determine any application on its own merits, and within the framework set down in NPPF Paragraphs 26-27.

Plan	Extant Town Centre Policies	Recommendation
	This means providing additional comparison (non-food) floorspace, equating to a net gain of around 2,000 square metres by 2021. The target provision over forthcoming five-year periods will be broadly as follows: i) 1050 square metres by 2016 j) 950 square metres between 2016- 2021. These targets will be reviewed regularly and amended in light of new evidence in relation to forecast expenditure and population. Proposals that would result in provision over and above these targets will be considered on their merits taking into account their appropriateness in scale and function to the relevant centre. With regard to convenience (food) shopping: k) Proposals for any major convenience (food) floorspace (over 1,000 sq metres) over the Plan period will generally be resisted l) Smaller scale local convenience stores coming forward will be considered on their merits taking into account the criteria listed above.	
Site Allocations Local Development Document (2014)	POLICY SA4: RETAIL ALLOCATIONS Retail development will be acceptable in principle within the identified shopping hierarchy of centres: • The Town Centre at Rickmansworth • The District Centres at South Oxhey, Abbots Langley and Chorleywood	The policy is broadly NPPF compliant. However, reference to there being a requirement to demonstrate 'need' should be omitted from the out-of-centre component. Instead, this should be replaced by a requirement to conform to the sequential and impact tests.

Plan	Extant Town Centre Policies	Recommendation
	• The Local Centres at Croxley Green (Watford Road and New Road) and Mill End (Moneyhill Parade) • The Local Shops (local shopping parades, groups and individual shops across settlements within the District). Shop fronts and displays should be appropriate to the character and function of the area. Within identified Primary Frontages, the loss of class A1 retail uses will generally be resisted. Within the identified Secondary Frontages, the retention of retail will be encouraged. Uses complementary to the Primary Frontages will be encouraged. Identified Local Centres and Local Shops will be protected and enhanced where they are catering for local day-to-day needs. The retention of retail uses will be encouraged. Uses complementary to the Local Centre and Local Shops will be encouraged. Applications for new retail development outside the identified centres will only be considered if the applicant has established that there is a need for the development and that there is no suitable and viable site likely to become available within or on the edge of the existing centres that could satisfactorily accommodate the development. In all locations proposals for new retail development, involving gains and/or losses, will be considered taking into account its accessibility, its impact on existing centres and appropriateness of the type and scale of development. New shopping facilities will be encouraged where they are supported by up to	

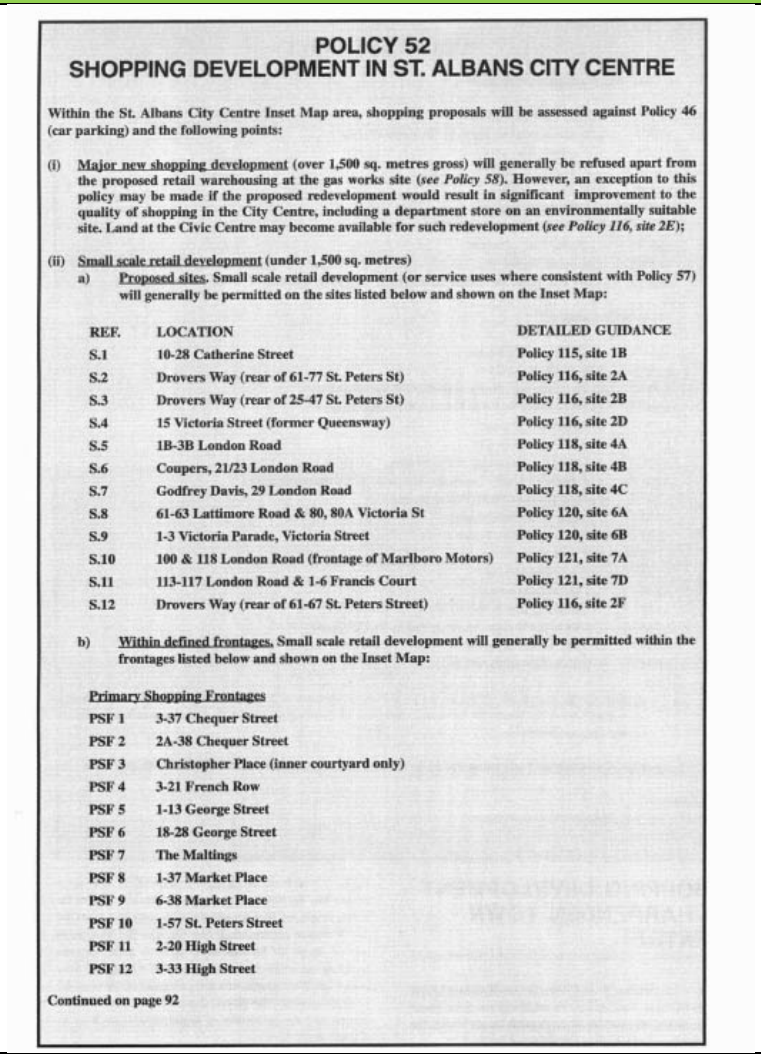
Plan	Extant Town Centre Policies	Recommendation
	date evidence of need, where they contribute to the vitality and viability and general economic well-being of the area and where they do not impact detrimentally on existing centres.	
St Albans District		
Local Plan (1994)	 **POLICY 51** **SHOPPING AND SERVICE USES, OVERALL STRATEGY** **The Council's overall strategy towards shopping and service uses is based on the following points:** **(i) Existing Centres. The Council will seek to maintain and enhance the vitality and viability of existing centres. Limited additional shopping development may be permitted where consistent with Policies 52-55. This includes the possibility of a department store in St. Albans City Centre (*see Policy 52*). The scale and nature of shopping proposals shall not detract from the character of conservation areas and will reflect the following hierarchy:** **a) Minor Sub-Regional Centre** **St. Albans City Centre** **b) Minor District Centre** **Harpenden Town Centre** **c) Neighbourhood Centres** **NC.1 Southdown (Harpenden)** **NC.2 Redbourn** **NC.3 Wheathampstead** **NC.4 Verulam Estate (St. Albans)** **NC.5 Fleetville (St. Albans)** **NC.6 The Quadrant, Marshalswick (St. Albans)** **NC.7 London Colney** **d) Local shopping facilities (including local centres and village shops) *see Policy 55*;** **Continued on page 90**	Given the age of the policy, we assume that a new policy will be constructed in the emerging Local Plan. The hierarchy approach remains valid. Reference to a desire to attract a new department store is likely to have passed with time, though could remain an objective.

Plan	Extant Town Centre Policies	Recommendation
		

POLICY 51 (Cont.)

(ii) Service uses will be permitted in existing centres as long as proposals do not detract from the shopping role of these centres *(see Policy 57)*;

(iii) Major retail development outside existing town centres. Policy 58 proposes retail warehousing on the gas works site and a supermarket in Hatfield Road, St. Albans and states that out-of-town shopping may be permitted at Barnet Road, London Colney. Any other schemes will be permitted only if the criteria in Policy 58 are complied with.

Plan	Extant Town Centre Policies	Recommendation
Local Plan (1994)		Re-constructed policy in the new Local Plan should refer to the terminology of the NPPF, particularly with regard to Paragraphs 26 and 27. Reference should be made to a town centred first approach, with development outside town centres only being acceptable where it can be demonstrated that the sequential test is passed and that there exist no significant adverse impacts. The Council could consider introducing distinct town centre policies for St Albans and Harpenden. Each has its own specific character and challenges, summarised in our health-checks and at Section 9 of the main report.

POLICY 52
SHOPPING DEVELOPMENT IN ST. ALBANS CITY CENTRE

Within the St. Albans City Centre Inset Map area, shopping proposals will be assessed against Policy 46 (car parking) and the following points:

(i) Major new shopping development (over 1,500 sq. metres gross) will generally be refused apart from the proposed retail warehousing at the gas works site (*see Policy 58*). However, an exception to this policy may be made if the proposed redevelopment would result in significant improvement to the quality of shopping in the City Centre, including a department store on an environmentally suitable site. Land at the Civic Centre may become available for such redevelopment (*see Policy 116, site 2E*);

(ii) Small scale retail development (under 1,500 sq. metres)

a) Proposed sites. Small scale retail development (or service uses where consistent with Policy 57) will generally be permitted on the sites listed below and shown on the Inset Map:

REF.	LOCATION	DETAILED GUIDANCE
S.1	10-28 Catherine Street	Policy 115, site 1B
S.2	Drovers Way (rear of 61-77 St. Peters St)	Policy 116, site 2A
S.3	Drovers Way (rear of 25-47 St. Peters St)	Policy 116, site 2B
S.4	15 Victoria Street (former Queensway)	Policy 116, site 2D
S.5	1B-3B London Road	Policy 118, site 4A
S.6	Coupers, 21/23 London Road	Policy 118, site 4B
S.7	Godfrey Davis, 29 London Road	Policy 118, site 4C
S.8	61-63 Lattimore Road & 80, 80A Victoria St	Policy 120, site 6A
S.9	1-3 Victoria Parade, Victoria Street	Policy 120, site 6B
S.10	100 & 118 London Road (frontage of Marlboro Motors)	Policy 121, site 7A
S.11	113-117 London Road & 1-6 Francis Court	Policy 121, site 7D
S.12	Drovers Way (rear of 61-67 St. Peters Street)	Policy 116, site 2F

b) Within defined frontages. Small scale retail development will generally be permitted within the frontages listed below and shown on the Inset Map:

Primary Shopping Frontages

PSF 1	3-37 Chequer Street
PSF 2	2A-38 Chequer Street
PSF 3	Christopher Place (inner courtyard only)
PSF 4	3-21 French Row
PSF 5	1-13 George Street
PSF 6	18-28 George Street
PSF 7	The Maltings
PSF 8	1-37 Market Place
PSF 9	6-38 Market Place
PSF 10	1-57 St. Peters Street
PSF 11	2-20 High Street
PSF 12	3-33 High Street

Continued on page 92

Plan	Extant Town Centre Policies	Recommendation
Watford Borough		
Core Strategy (2013)	Policy TLC 1 Retail and Commercial Leisure Development Watford town centre will remain the main focus for; comparison goods shopping within the primary shopping area, leisure, entertainment, civic and cultural activities. Development proposals within the town centre which have the principle of "family friendliness" at their heart will be encouraged. Whilst it is expected that most of the additional floor space identified in Table 3 will be delivered on sites within the primary shopping area it is accepted that some of the floor space will be delivered at other SPAs such as at Watford Junction SPA, the Lower High Street SPA, Western Gateway SPA and the Health Campus SPA, subject to the proposals being of an appropriate scale of development and to there being no significant adverse impact on the vitality and viability of the town centre or planned investment at Charter Place. The retail capacity forecast figures set out in Table 3 provide broad guidance only and will be updated from time to time, subject to the provisions of national policy in terms of the sequential test and impact assessment. New leisure and cultural facilities will be acceptable in principle within the town centre. Facilities may also be acceptable at identified edge of centre locations and the Watford Junction SPA subject to there being no significant adverse impact on the vitality and viability of the town centre or planned investment at Charter Place. To maintain and enhance existing social and cultural venues in the town centre that provide all formal and informal cultural and leisure activities: the loss of an	Complies with the NPPF. No suggested changes.

Plan	Extant Town Centre Policies	Recommendation
	existing facility will be resisted unless it can be demonstrated that the facility is no longer needed, or it can be established that the services provided by the facility can be served in an alternative location or manner that is equally accessible by the community. Development in and around the town centre will need to contribute towards improving town centre accessibility and reducing the impact of the ring road. Proposals for new retail floorspace outside the town centre will only be permitted in accordance with the impact and sequential test approach set out in SS1.	
Core Strategy (2013)	Policy TLC 2 Neighbourhood Centres To promote the sustainability of neighbourhood centres, where appropriate, new residential development will be required to make a positive contribution to each neighbourhood, enhancing local character and improving the range and accessibility of local facilities. The following principles will be applied to determine the appropriate scale of development for a particular neighbourhood: • For residential proposals within or adjacent to a neighbourhood centre, slightly higher residential densities will be allowed, to enhance the viability and integration of the centre, and to reflect its accessibility. • All proposals will be considered as part of a design-led approach appropriate to each centre, reflecting the character and scale of each centre. The council will encourage its partners to support the network of	Complies with the NPPF. No suggested changes.

Plan	Extant Town Centre Policies	Recommendation
	centres in planning and delivering their own service provision, and seek improved public transport provision and provision for walking and cycling, as well as sufficient short-term parking provision. Where opportunities exist to strengthen and enhance existing neighbourhood centres, development should contribute to meeting the future needs of the local community. Details of facilities needed to support new development in the Watford Junction and Western Gateway SPAs can be found in Chapter 5. The vitality of neighbourhood centres will be protected and where possible enhanced; this will be achieved in the following ways: • through encouraging a range of local facilities in the neighbourhood centres; • to control the balance of A1 and other uses through development management policies; and • through working with partners to manage issues around derelict and vacant properties. Where opportunities arise to strengthen the existing neighbourhood centre network through the provision of enhanced convenience floor space proposals, which can be demonstrated do not threaten the vitality and viability of existing retail facilities, these will be encouraged.	
Core Strategy (2013)	Policy SS 1 Spatial Strategy (Extract) Retail, Leisure and Culture Retail, leisure and cultural facilities to support Watford's regional role will be focused in the town centre with an appropriate	The capacity figures will need to be updated in line with our study.

Plan	Extant Town Centre Policies	Recommendation
	level of additional facilities in the Special Policy Areas (as defined in the Special Policy Area policies) and in neighbourhood centres. Within the next 5 years the council seeks delivery of a net additional 10,000 sqm comparison floorspace within the town centre at Charter Place, and a 2,500 sqm (net convenience floorspace) supermarket at Ascot Road within SPA6 Western Gateway. New retail floor space of all types in excess of 1,000 sqm (and in excess of 2,500 sqm net convenience floorspace in SPA6) and extensions to existing stores in excess of 200 sqm will only be permitted outside the primary shopping area of the town centre if: a. (other than in relation to proposals set out in the policies for SPA2, SPA4 and SPA6) the proposal complies with the sequential test and b. (in relation to all proposals) it does not have a significant adverse impact on the vitality and viability of the town centre or the planned Charter Place investment in the town centre.	We support the local thresholds for Watford Town Centre. The Council may also wish to consider specific guidance for Watford North.

Appendix J | Local & Neighbourhood Centre Assessment

APPENDIX J – LOCAL AND NEIGHBOURHOOD CENTRE ASSESSMENT

Dacorum Borough

Centre	Current Designation	No. of Units[1]	Composition / Notable Stores / Services	Recommended Designation
Woodhall Farm	Local Centre (District)	5	Consists of small grocery store, pharmacy, takeaway, dry cleaners and a Sainsbury's Superstore which accounts for 0.29% market share for main food shopping, and 0.45% market share for top-up shopping across the Study Area. Two medical centres and a primary school are located adjacent to the core retail area.	Local Centre
Adeyfield	Local Centre (Neighbourhood)	25	Grouping of shops including convenience store, shops, cafes pharmacy, and services. Also includes a community centre.	Local Centre
Apsley	Local Centre (Neighbourhood)	35	Comprises a High Street set up with a range of shops, services and community facilities. When considered in conjunction with the various retail warehousing and retail parks adjacent, including Sainsbury's, Wickes, and Dunelm, the centre provides a function more complex than a Local Centre.	Local Centre
Bennetts End	Local Centre (Neighbourhood)	20	Grouping of shops including convenience store, pharmacy, takeaways and cafes, and other services. The Bennetts End Community centre is also adjacent.	Local Centre
Boxmoor	Local Centre (Neighbourhood)	15	A range of mostly small, independent retail units and services.	Neighbourhood Centre

[1] Estimated based on Policy 43 of Dacorum Borough Local Plan 1991-2011 and desktop review

Centre	Current Designation	No. of Units[1]	Composition / Notable Stores / Services	Recommended Designation
Bovingdon	Local Centre (Neighbourhood)	24	Range of small retail units including Costcutter and Co-operative food stores. Permission has been granted for a Tesco Express	Local Centre
Maylands	Local Centre (Neighbourhood)	24	Rapidly growing area, with numerous extant planning permissions and development occurring. Range of shops and services will be provided.	Local Centre
Chaulden	Local Centre (Neighbourhood)	9	Small local independent retailers anchored by Co-Operative Food store.	Neighbourhood Centre
Gadebridge	Local Centre (Neighbourhood)	7	Small local independent retailers anchored by Nisa Local.	Neighbourhood Centre
Grovehill	Local Centre (Neighbourhood)	12	Small local independent retailers anchored by Tesco Express and including post office, pharmacy and medical centre.	Neighbourhood Centre
Highfield (Bellgate)	Local Centre (Neighbourhood)	10	Small strip of shops including Tesco Express and Co-operative Food store.	Neighbourhood Centre
Highfield (The Heights)	Local Centre (Neighbourhood)	6	Small local independent retailers anchored by Co-Operative Food store.	Neighbourhood Centre
Kings Langley	Local Centre (Neighbourhood)	24	High street arrangement with a range of convenience and comparison retail units as well as retail and leisure services including restaurants, cafes and servicing the wider local area.	Local Centre
Leverstock Green	Local Centre (Neighbourhood)	7	Small strip of shops including SPAR supermarket, pub and bakery.	Neighbourhood Centre
Markyate	Local Centre (Neighbourhood)	12	Series of small local shops and services including restaurants and pubs.	Neighbourhood Centre
Miswell Lane	Local Centre (Neighbourhood)	14	Small local independent retailers, located nearby to Tring and therefore functioning as a secondary neighbourhood focussed centre.	Neighbourhood Centre
Nash Mills	Local Centre (Neighbourhood)	5	Small local independent retailers anchored by Tesco Express.	Neighbourhood Centre
Northchurch	Local Centre (Neighbourhood)	5	Small neighbourhood centre comprising Tesco Express and leisure services.	Neighbourhood Centre

Centre	Current Designation	No. of Units[1]	Composition / Notable Stores / Services	Recommended Designation
Warners End	Local Centre (Neighbourhood)	10	Small shopping area anchored by Tesco Express and comprising a series of small shops and services.	Neighbourhood Centre

Hertsmere Borough

Centre	Current Designation	No. of Units[2]	Composition / Notable Stores / Services	Recommended Designation
Leeming Road (Borehamwood)	Local Centre	40	Local shopping facility anchored by Cooperative Foods store and providing a range of convenience and comparison goods shops, retail services and leisure services.	Local Centre
Manor Way (Borehamwood)	Key Neighbourhood Parade	20	Local shopping strip including convenience supermarket and comparison goods stores, and retail and leisure services. A community centre is located within Ripon Park.	Local Centre
Harcourt Road (Bushey)	Key Neighbourhood Parade	9	Small strip of shops including Tesco Express and Londis and other small services.	Neighbourhood Centre
Bushey Hall Road (Bushey)	Key Neighbourhood Parade	11	Small parade of mostly independent retailers including post office, café, takeaway, and minor retail services.	Neighbourhood Centre
Cranborne Parade (Potters Bar)	Key Neighbourhood Parade	10	Small parade of shops including Tesco Express, takeaway, betting shop, tattoo parlour.	Neighbourhood Centre
Elstree Village Centre	Neighbourhood Centre	9	Small convenience store, pharmacy, newsagent and restaurant.	Neighbourhood Centre
Andrew Close (Shenley)	Neighbourhood Centre	6	Tesco Express, real estate agents, takeaway and pharmacy.	Neighbourhood Centre
Croxdale Road	Neighbourhood Parade	7	Small local independent retailers.	Neighbourhood Centre
Hartforde Road	Neighbourhood Parade	8	Small parade of mostly convenience stores including McColl's and bakery.	Neighbourhood Centre
Howard Drive	Neighbourhood Parade	10	Small local retail units including McColl's convenience store and local pharmacy.	Neighbourhood Centre
Rossington Avenue	Neighbourhood Parade	6	Small stores of neighbourhood significance including convenience store.	Neighbourhood Centre
Aldenham Road	Neighbourhood Parade	3	Small parade of three independent retailers serving neighbourhood.	Neighbourhood Centre

[2] Estimate based on Hertsmere Borough Council's Policies Map Local Plan 2012-2027 document and desktop review

Centre	Current Designation	No. of Units[2]	Composition / Notable Stores / Services	Recommended Designation
Bournehall Avenue	Neighbourhood Parade	2	Costcutters and hairdressing salon.	Neighbourhood Centre
Bushey Mill Lane	Neighbourhood Parade	10	Small set of local independent retailers including takeaway, convenience store, and retail services.	Neighbourhood Centre
Park Avenue	Neighbourhood Parade	3	Small independent supermarket and restaurant.	Neighbourhood Centre
High Street North (1 & 2) Potters Bar	Neighbourhood Parade	20	Consists of three separate parades of shops just north of the Potters Bar providing a range of services for the local area.	Neighbourhood Centre
Battlers Green Drive	Neighbourhood Parade	5	Small local shops including small Costcutter convenience store, post office, café and restaurant.	Neighbourhood Centre

Three Rivers District

Centre	Current Designation	No. of Units[3]	Composition / Notable Stores / Services	Recommended Designation
Croxley Green (Watford Road)	Local Centre	25	Centre offering a variety of convenience, comparison and services units serving the local area. Includes multiple small scale independent supermarkets.	Local Centre
Croxley Green (New Road)	Local Centre	19	Centre consisting 19 units and offering a variety of convenience and comparison units as well as retail and leisure services serving the local area. Anchored by a Co-operative Food store.	Local Centre
Mill End (Money Hill Parade)	Local Centre	37	Centre consisting of two parades of shops offering a variety of convenience and comparison goods, leisure services and retail services, servicing the local area. Main convenience store is a Welcome Rickmansworth/Co-operative Food supermarket.	Local Centre
2-8 Chalfont Road, Maple Cross	Local Centre	3	Three units including McColl's and independent takeaway.	Neighbourhood Centre
57-63 High Street, Bedmond	Other Local Shops	3	Two small independent convenience goods stores and motor garage.	Neighbourhood Centre
61-65 Station Road, Kings Langley	Other Local Shops	4	Small local independent retailers.	Neighbourhood Centre
15 Bridge Road and 5 Old Mill Road, Hunton Bridge	Other Local Shops	5	Small local independent retailers and pub serving neighbourhood.	Neighbourhood Centre
17-22 School Mead, Abbots Langley	Other Local Shops	6	Small convenience store, local takeaways and minor retail services.	Neighbourhood Centre
5-7a and Sherwood News, College Road, Abbots Langley	Other Local Shops	2	Small local independent convenience store.	Neighbourhood Centre
1-14 Katherine Place, Abbots Langley	Other Local Shops	7	Small shopping facility with car parking consisting of predominantly independent retailers and anchored by Tesco Express.	Neighbourhood Centre

[3] Estimate based on list provided by Three Rivers District Council and desktop review

Centre	Current Designation	No. of Units[3]	Composition / Notable Stores / Services	Recommended Designation
Sarratt Post Office, The Green, Sarratt	Other Local Shops	1	Small Londis convenience store including post office.	Individual shop
41-55 and 295-309 Baldwins Lane, Croxley Green	Other Local Shops	6	Small parade of predominantly independent retailers and Londis convenience store.	Neighbourhood Centre
193-197 Watford Road, Croxley Green	Other Local Shops	5	Small set of shops including tattoo parlour, antique store and Co-op Food supermarket.	Neighbourhood Centre
4-12 Scots Hill, 1-3 The Green and 1-4 New Parade, Croxley Green	Other Local Shops	8	Set of shops including convenience store, local services, takeaways and a public house.	Neighbourhood Centre
1-11 Tudor Parade, Mill End / Berry Lane, Mill End	Other Local Shops	7	Small parade of shops including convenience stores, pharmacy and takeaway.	Neighbourhood Centre
68-82 Church Lane, Mill End	Other Local Shops	8	Small parade of shops including convenience stores, pharmacy and takeaway.	Neighbourhood Centre
2-28 Main Avenue, Moor Park	Other Local Shops	8	Small parade of shops including convenience stores, pharmacy and post office.	Neighbourhood Centre
10-24 Hallowes Crescent, South Oxhey	Other Local Shops	8	Small parade of shops including convenience stores, pharmacy and post office.	Neighbourhood Centre
305-317 Prestwick Road, South Oxhey	Other Local Shops	6	Small parade of shops including convenience stores, pharmacy and tattoo parlour.	Neighbourhood Centre
1-18 The Parade, Delta Gain, Carpenders Park	Other Local Shops	9	Small parade of local shops including Co-op store, pharmacy, real estate agent, post office and takeaway.	Neighbourhood Centre
18-48 Little Oxhey Lane, South Oxhey	Other Local Shops	7	Small parade of shops including small convenience stores, takeaways, pharmacy, café and betting shop.	Neighbourhood Centre
46-52 Heronsgate Road, Heronsgate	Other Local Shops	4	Small retailers including independent travel agent and beauty spa.	Neighbourhood Centre

Centre	Current Designation	No. of Units[3]	Composition / Notable Stores / Services	Recommended Designation
2-4 Station Approach, Chorleywood	Other Local Shops	3	Small local independent retailers including upholstery store, a vacant unit, and Sky Vision.	Neighbourhood Centre
Wyatts House and Shell Filling Station, Rickmansworth Road, Chorleywood	Other Local Shops	3	Shell filling station including convenience store and estate agents.	Neighbourhood Centre

St Albans District

Centre	Current Designation[4]	No. of Units	Composition / Notable Stores / Services	Recommended Designation
Southdown	Neighbourhood Centre	30	Small centre providing a range of convenience and comparison goods shops, retail services and leisure services providing for the local community. Major food store is a Co-operative Food supermarket.	Local Centre
Redbourn	Neighbourhood Centre	20	High Street arrangement comprising local convenience and comparison goods stores as well as some local services, anchored by a Co-operative Food supermarket.	Local Centre
Wheathampstead	Neighbourhood Centre	23	High Street arrangement comprising local convenience and comparison goods stores as well as some local services, anchored by a Tesco Express.	Local Centre
Fleetville	Neighbourhood Centre	40	Centre providing for the local area including convenience goods stores, comparison retailers, retail services, leisure services and financial and business services. The centre includes a large Morrison's store at the edge of the centre.	Local Centre
Verulam Estate	Neighbourhood Centre	2	Waitrose store and chemist with separated car park and located adjacent to a school. The Waitrose which accounts for 0.87% market share for main food shopping, and 0.45 market share for top-up shopping across the Study Area.	Local Centre
The Quadrant Marshalswick	Neighbourhood Centre	33	A shopping facility including off road car parking and providing a comprehensive offer of convenience and comparison goods and a range of services. Anchored by Sainsbury's Local and Budgens.	Local Centre

[4] Estimated based on St Albans District Local Plan Review 1994 and desktop review

Centre	Current Designation[4]	No. of Units	Composition / Notable Stores / Services	Recommended Designation
London Colney	Neighbourhood Centre	24	Centre providing for the local area including convenience goods stores, comparison retailers, retail services, leisure services and financial and business services. Anchored by Co-op Food supermarket.	Local Centre
8-26 High Oaks, St Albans	Local Centre	8	Parade of shops offering mostly basic convenience goods and small scale services.	Neighbourhood Centre
34-41A Abbey Avenue, St Albans	Local Centre	5	Small parade of shops including convenience store and basic services.	Neighbourhood Centre
23-39A Vesta Avenue, St Albans	Local Centre	9	Parade of shops including convenience store and basic retail and leisure services.	Neighbourhood Centre
28-38 Abbots Avenue West, St Albans	Local Centre	5	Small parade of shops including a convenience store and hairdresser.	Neighbourhood Centre
St Brelades Place, St Albans	Local Centre	8	Small, contained shopping centre with off road parking anchored by Tesco Express and offering a cycle shop, leisure services and some health and beauty units.	Neighbourhood Centre
2-36 Beech Road, St Albans	Local Centre	12	Shopping parade featuring a Shell filling station, Tesco Express, takeaways and a pharmacy.	Neighbourhood Centre
19-23 & 40-42 Sandridge Road, St Albans	Local Centre	1	Small convenience store.	Individual Shops
15-23 Central Drive, St Albans	Local Centre	5	Small parade of shops including photographer studio, newsagents, café and hairdresser.	Neighbourhood Centre
38-52 Newhouse Park, St Albans	Local Centre	8	Small shopping facility with off street parking and offering basic convenience goods and services.	Neighbourhood Centre
399-421 & 444 Hatfield Road, St Albans	Local Centre	12	Strip of shops offering a range of local services	Neighbourhood Centre
211-217 and 243-249 Camp Road, St Albans	Local Centre	2	Two small retail units in residential area	Individual Shops

Centre	Current Designation[4]	No. of Units	Composition / Notable Stores / Services	Recommended Designation
191-205 Cell Barnes Lane, St Albans	Local Centre	6	Shopping strip anchored by Co-operative Food supermarket and providing a range of basic services.	Neighbourhood Centre
Highfield Local Centre	Local centre	7	Local centre developed since Local Plan 1994 was adopted. Consists convenience store and basic local services.	Neighbourhood Centre
381-397 Luton Road, Harpenden	Local Centre	4	Small parade offering a convenience store and post office, dental practice and other store.	Neighbourhood Centre
95-105 Luton Road, Harpenden	Local Centre	3	Very small parade offering convenience store, beauty salon and restaurant.	Neighbourhood Centre
50-54 Westfield Road, Harpenden	Local Centre	3	Small set of shops with limited convenience goods offer.	Neighbourhood Centre
121-125 & 138-146 Lower Luton Road, Harpenden	Local Centre	4	Small shopping parade featuring Co-operative food store and takeaways.	Neighbourhood Centre
103-107 Station Road, Harpenden	Local Centre	4	Small shopping parade featuring convenience store, veterinarian and other retail units.	Neighbourhood Centre
1-5 Shenley Lane, London Colney	Local Centre	3	Centre consists of three units including two separated restaurants and one vacancy	Individual Shops
81-97 Old Watford Road, Bricket Wood	Local Centre	6	Small shopping parade offering convenience store, hair dresser, bicycle store, cleaning store and two restaurants	Neighbourhood Centre
95-127 Oakwood Road, Bricket Wood	Local Centre	9	Small shopping parade offering convenience store and local services	Neighbourhood Centre
19-27 Blackboy Wood, Bricket Wood	Local Centre	2	Small parade offering a convenience store and restaurant	Neighbourhood Centre
2A Tippendell Lane; 301—305, 337 & 192-204 Watford Road, Chiswell Green	Local Centre	9	Small parades of shops offering a range of shops and services	Neighbourhood Centre
2-30 How Wood	Local Centre	13	Small parades of shops offering a range of shops and services	Neighbourhood Centre

Centre	Current Designation[4]	No. of Units	Composition / Notable Stores / Services	Recommended Designation
69-71, 68-76 & land south of 84 Park Street; 1-2 Park Street Lane, Park Street	Local Centre	5	Small parade of shops offering limited services	Neighbourhood Centre
15 & 8-16 High Street, Colney Heath	Local Centre	6	Small set of shops offering local services	Neighbourhood Centre

Watford Borough

Centre	Current Designation[5]	No. of Units	Composition / Notable Stores / Services	Recommended Designation
Garston Park Parade	Neighbourhood Centre	20	Shopping parade providing a comprehensive offer of convenience and comparison retailers, as well as basic retail, leisure and financial and business services. The centre is anchored by a Londis convenience store.	Local Centre
Goodwood Parade	Neighbourhood Centre	18	Set of two shopping parades providing a range of convenience goods stores (including Nisa local), and a range of local services.	Local Centre
Longspring	Neighbourhood Centre	16	Located at the northern end of St Albans Road, and is comprised predominantly of an independent convenience store, as well as a number of takeaway stores and restaurants and retail services.	Local Centre
Station Area – Langley Road/St Alban's Road	Neighbourhood Centre	28	Series of shops located near to Watford Junction Station and at the southern edge of St Albans Road. Retail offer includes multiple small convenience outlets, takeaways and restaurants and some retail services.	Local Centre
Buckingham Road	Neighbourhood Centre	30	Strip of shops along St Albans Road comprising convenience shops, comparison goods units and a range of services.	Local Centre
Bushey Arches	Neighbourhood Centre	12	Small set of shops with a high level of vacancies, and comparison goods shops, and basic services including tattoo parlour, and takeaways.	Neighbourhood Centre

[5] Estimated based on Watford Local Plan (Core Strategy) 2006-31 and desktop review

Centre	Current Designation[5]	No. of Units	Composition / Notable Stores / Services	Recommended Designation
Vicarage Road	Neighbourhood Centre	20	High Street and Mall arrangement comprised of predominantly hot food takeaways, cafes and retail services. Also includes a Londis convenience store.	Local Centre
Whippendell Road East	Neighbourhood Centre	15	Shopping parade offering basic convenience and services and anchored by a Tesco Express with off street car park.	Local Centre
The Brow	Local Shops	8	Parade of shops subject to planning permission (ref: 16/01029) involving demolition and reprovision of 8 units. The proposed units are similar in size and nature to the existing and would provide for the immediate area.	Neighbourhood Centre
Euston Avenue	Local Shops	4	Small set of shops currently comprised of a small convenience store, a barber, and two vacant units.	Neighbourhood Centre
Leavesden Road	Local Shops	7	A series of disconnected shops along Leavesden Road, comprising several convenience stores, and some basic retail and leisure services.	Individual Shops
Langley Way	Local Shops	8	Small set of shops providing basic local services including convenience store, café, pharmacy and hot food takeaway.	Neighbourhood Centre
Orbital Crescent	Local Shops	7	Small set of shops including two convenience stores, a number of vacancies, and an upholsterer.	Neighbourhood Centre
The Gossamers	Local Shops	10	Small local independent retailers anchored by Co-Operative Food.	Neighbourhood Centre
Tolpits Lane	Local Shops	5	Small strip of retail units including convenience store, pharmacy and takeaway.	Neighbourhood Centre

Centre	Current Designation[5]	No. of Units	Composition / Notable Stores / Services	Recommended Designation
Tudor Avenue	Local Shops	12	Small set of shops including public house, local convenience store, small comparisons store and basic services.	Neighbourhood Centre
Villiers Road	Local Shops	5	Road junction providing basic shopping facilities including public house, bakery and barber.	Neighbourhood Centre
Horseshoe Lane	Local Shops	3	Small set of shops at major intersection including local convenience store.	Neighbourhood Centre
Whippendell Road/Ascot Road	Local Shops	7	Small shopping parade offering a newsagents, café, hot food takeaway and betting store, and anchored by a Budgens grocery store.	Neighbourhood Centre
St Johns Road	Local Shops	9	Basic shops and services including small convenience store and two public houses.	Neighbourhood Centre
St James Road	Local Shops	2	Two small stores including convenience store.	Individual Shops
Harwoods/Hagden Lane	Local Shops	3	Small, disconnected local shops.	Individual Shops
Haines Way	Local Shops	2	Two units including Costcutter convenience store and local post office.	Individual Shops
Watford Fields	Local Shops	1	Small convenience store.	Individual Shop
North Approach	Local Shops	3	Small parade of shops including small convenience store, hair dresser, café, pharmacy and other services.	Neighbourhood Centre
Eastbury Road	Local Shops	4	Small local independent retailers including small grocery shops, dental clinic and dry cleaners.	Neighbourhood Centre